

Building your book of business is all about reaching the right prospects, with the right information, at the right time.

We've seen this method work—for both brand-new agents as well as those who have been selling for years. To make planning your Medicare Marketing strategy simple, we've boiled it down to three key components. But you know your market and local prospect pool best—so put your personal spin on it!



## Pillar 1: Consider each consumer's mindset.

Just as Humana's plan options are diverse, so too are Medicare-eligibles. Your marketing efforts should reflect every prospect's unique priorities:

- For **Age-Ins**, Medicare is a new (and likely confusing) world. A conversation about how each coverage aspect works may be the best place to start, versus a comparison of individual plan details.
- **Veterans** may be eligible for benefits through the Veterans Health Administration, TRICARE, or both. Many may not be aware that they can supplement this coverage with a Humana plan.
- For those **Medicare** beneficiaries who speak Spanish, caregivers are often bilingual. Encouraging them to join the conversation helps build trust and promotes comprehension.
- **Dual-eligibles** who qualify for both Medicare and Medicaid typically have limited financial means. DSNP options offer great supplemental benefits and amenities—through plans with low premiums.



## Pillar 2: Master the compliance do's and don'ts.

Medicare beneficiaries have many choices when it comes to their health insurance—which means Agents have a lot of plan options to present.

In order to connect your members to the right coverage for them, you must be up-to-date on current plans in your area and the rules for selling them, collectively known as “compliance.”

For a full list of current compliance rules and regulations visit MarketPoint University.

When it comes to marketing materials, compliance guidelines dictate which are approved for use. All must be approved by both Humana and CMS.

## Marketing methods:

- |               |   |
|---------------|---|
| ✓ Direct Mail | X Door-to-door solicitation                       |
| ✓ Print Ads   | X Solicitation via phone                          |
|               | X Leaving a flyer at a residence                  |
|               | X Approaching potential enrollees in common areas |



**Pillar 3: Attend events in your area—and make the most of your efforts with help from the MRC.**  
There are many ways (and many places) to meet and market yourself to prospects in your area:

Make it a habit to frequent the places members of your prospect pool shop, and socialize:



**Volunteer where prospects might be:**

- Churches
- Food banks
- Soup kitchens



**Check community event calendars:**

- Senior centers
- Chambers of Commerce
- Local TV and radio station websites



**Attend events that draw a crowd:**

- Local fairs and expos
- Cultural festivals
- Farmer's and flea markets



**Network and partner with business owners:**

- Post flyers on public bulletin boards
- Set up an in-store table at a retail location

**Leverage the Marketing Resource Center's (MRC) marketing materials to get in touch with Medicare-eligibles, and give your events a boost:**

- CMS-approved materials you can customize and ship to you or straight to prospects with just a few clicks
- Order Humana-branded polo shirts, banners, A-frame signs, and tablecloths to set up your event, plus pens, pillboxes, and other giveaway items for event attendees

Above all else, see and be seen as often as you can—you never know where you might meet your next client.

**Whenever you need a hand, access Humana's suite of Agent training resources—anytime and from any device.**

- Sign up for our **e-newsletter** to get the latest Humana- and industry-related updates delivered to your inbox twice a month
- Subscribe to our **Grow Your Book podcast series** to hear timely sales tips and tricks while you're on-the-go
- Visit **Ignite.Humana.com** to view upcoming (and previously published) videos, webinars, and Agents testimonials
- Read our latest **Consumer Insights Report** to stay on top of the latest news and trends covering the Medicare marketplace.

**Have questions? Want more information or support?**

Contact the Agent Support Unit at 1-800-309-3163 or [agentsupport@humana.com](mailto:agentsupport@humana.com),  
Monday through Friday, 8 AM – 9 PM EST.

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