

Broker NewsFlash



Move Your Clients from Below Average Plans to Coventry Health Care!

Medicare beneficiaries who have been enrolled in a "poor" or "below average" plan for at least three years need your help!

They can get more with Coventry--and so can you!

All Coventry Medicare Advantage plans are rated 3-stars or higher.

- ✓ **Help new customers.**
- ✓ **Earn more commissions.**
- ✓ **Grow your business.**



- CMS mailed beneficiaries in low-performing plans, telling them they can call 1-800-Medicare to change plans
- Follow the simple steps below to help these beneficiaries get the star-rated coverage they deserve!

Easily Maximize YOUR Opportunities:

1. Execute the Scope of Appointment, preferably in advance. Signature date on the SOA must be within 90 days of members SEP PRIOR to effective date.

2. Confirm that they received the CMS letter that was mailed in October 2012.
3. Deliver the complete, compliant sales presentation for the Coventry plan(s) you will be discussing. Answer all of their questions.
4. When they are ready to enroll, refer them to call 1-800-MEDICARE (1-800-633-4227) (TTY 1-877-486-2048).
 - The call is between the prospective member and Medicare only.
 - The agent/broker MAY NOT be present during the call. (That is a violation of CMS enrollment guidance and the Medicare Marketing Guidelines.)
5. Submit your completed SOA to your local Coventry health plan for processing. The submitted SOA allows us to verify and pay your earned commission.

Copy of [CMS sample letter](#).

Questions? Contact your local Coventry health plan or your upline marketing organization.

Coventry Health Care, Inc. Medicare Broker/Agent Use Only