

Broker NewsFlash



The Right Medicare Advantage Plan For Your Clients

Coventry makes it easy to deliver complete, compliant information every time!

The 2014 CMS-approved Medicare product sales presentations are a required selling tool at sales meetings with beneficiaries. Review now the important details for use, and the marketing compliance reminders below.

- Each presentation is plan-specific according to the Medicare Advantage products offered by Coventry's local health plans.
- Two versions for each Coventry health plan Sales Presentation in PowerPoint are available on the [Broker Portal](#):

1. The **Beneficiary Version** should be shown and distributed to beneficiaries.
2. The **Broker Version** for agent/broker use only. It contains specific broker instructions ("Speaker Notes") and should not to be shown to beneficiaries.

[2014 Medicare Advantage Sales Presentations](#)

Two format options are available for Coventry's 2014 Medicare Advantage sales presentations. No matter which option you choose, please review specific requirements now that you need to know:

Option #1:

Medicare Advantage SALES PRESENTATION HARD COPY POWERPOINT SLIDES

Option #2:

Medicare Advantage SALES PRESENTATION VIDEO + HARD COPY POWERPOINT

- The video option builds-in convenience and assures compliance every time without risk of forgetting or incorrectly delivering the CMS required information and disclaimers.

If you choose the video option, you **MUST** use both the video and PowerPoint components.

To get the sales presentation video: Contact your local Coventry team to request the Sales Presentation Video Option.

REQUIREMENTS FOR VIDEO USE:

Each person in attendance at your sales meeting **MUST** be able to clearly see and hear all content in the video, **AND** every attendee should receive a hardcopy of the PowerPoint slides prior to the start of the video so that they can follow along, and take notes, if they choose.

It is the broker's responsibility to assure necessary audio/visual set-up and appropriate delivery (e.g., projector or television during a public sales event/sales seminar; using a laptop or iPad® to play the video at such events is not recommended).

MARKETING COMPLIANCE REMINDERS & BEST PRACTICES

No matter which Sales Presentation format option you choose - whether video or non-video, **TAKE NOTE and REVIEW** essential marketing compliance information that is available on the Medicare Broker Portal and listed below.

- Log in at <http://broker.cvty.com>. From the News and Information page links you will be directed to information that is on the Marketing and Advertising page, including "Conduct a Compliant Sales Presentation or Home Visit", Seminar Reporting tools, Scope of Appointment forms (English and Spanish)... and more.

Bookmark it! [Compliant Sales Presentation Information and Resources](#)

- Coventry's selling partners **MUST** use the corresponding Coventry Medicare Advantage or Part D product sales presentation (Video option is for Medicare Advantage only) from beginning to end at all scheduled marketing meetings with eligible Medicare beneficiaries - including all individual/personal appointments and at neighborhood meetings.
- Each beneficiary should receive a hardcopy of the PowerPoint slides of the presentation to follow along, and for convenient note-taking.
- ALL marketing materials and information used by agents or brokers to promote or advertise Coventry Medicare Advantage Plans and First Health Part D Prescription Drug plans must be CMS and Coventry approved information.
- CMS approved materials may not be modified and must be used exactly according to the information as it appears.

For assistance, contact your local Coventry sales management team!

**Wishing you a successful start for a great AEP season -
Thank you for your partnership and the valuable assistance
you provide to our members!**