

# 2019 HUMANA FIRST LOOK



**Humana**®

## **DISCLAIMER**

This material is confidential and for contracted, licensed and appointed agent use only. This material, including any subpart(s), is not to be used as marketing and is not to be provided to a prospect, an applicant, member, group or the general public. Benefits are subject to CMS approval and may change.

**For proposed benchmark and ensured accuracy of plan benefit data, please refer to the 2019 Summary of Benefits.**

## **NATIONAL PLAN GRID**

The National Plan Grid includes all of the plan benefit information provided in this First Look in an Excel format. [Click here](#) to view the National Plan Grid.

## **NAVIGATING THE DOCUMENT**

This document will open in Adobe Acrobat™. To navigate through the document, please click on the menu bar or use the arrows at the bottom of each page.

## OUR FOCUS ON MEDICARE IS SECOND TO NONE

Nearly 50 million Americans have Medicare coverage<sup>1</sup>—Humana embraces every opportunity to serve their needs by connecting them with you.

<sup>1</sup>Department of Health & Human Services

## WOW YOUR CLIENTS

With Humana, you'll have access to the ideal solutions for your clients' health and wellness needs. Humana's comprehensive suite of products and programs allows you to customize each solution and keep your book of business full.



**FITNESS  
PROGRAMS**



**DENTAL  
COVERAGE**



**VISION**



**HEARING**



**OTC**



**PRESCRIPTION  
COVERAGE**

## MORE IMMEDIATE HUMAN SUPPORT

With the addition of new Broker Relationship Managers and Executives, Humana provides the support to navigate your market to help you succeed. Refer to this document for your local leaders' contact details.

## SALES TECHNOLOGY TOOLS FOR TODAY'S AGENTS

Humana puts robust and cutting-edge technologies at the fingertips of our agents to empower them to work faster, smarter and more efficiently.



### DIGITAL MARKETING MATERIALS

Email prospects custom marketing materials for up to three plan options to meet their needs. Digital marketing materials are inclusive of the printed materials normally used during a sales presentation. Plus, the agent will still get credit for the sale if the client enrolls from the direct marketing materials sent to them by the agent.



### MYHUMANA BUSINESS CENTER

A new book-of-business tool that makes it easier than ever, such as visibility to view Humana client enrollment status, enhanced transparency, robust filtering and customized reports.



### AGENT ONLINE APPLICATION WITH MEDICARE ENROLLMENT

Get a custom URL that allows prospects to self-enroll in a Medicare plan. Clients can apply online for the plan they discussed with their agent at any time, and agents will be credited for the sale.



### ENROLLMENT HUB

A new tool that offers a quicker enrollment process, featuring auto-populated application data, improved interface and ability to support more plans than iMAPA currently does.



### RX CALCULATOR

The enrollment Rx Calculator provides a straight-forward tool that explains cost and coverage to prospective members and helps determine which Humana plans best meet their healthcare needs.



### MARKETING RESOURCE CENTER

Now offering print order/credit card payment functionality, email/direct mail capabilities and new generic tools.

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