



Making healthcare— and AEP—more human

Why this AEP is all about human care

YOU ARE HUMAN CARE

Humana has a new brand platform. We call it human care. But it isn't about what we say. It's about what we do to make healthcare more human. You are one of thousands of Agents making human care happen every day on every call with every member.

Human care is Linda, who sold a plan over a video call. And helped her new member learn to use telemedicine too.

Human care is Anna, who comes home from work and tells her kids she had a good day. Why? Because she helped someone.

Human care is helping a member with the SilverSneakers benefit as part of their plan, so they can stay active at home or on the go.

Human care is all your actions, big and small, that show members they matter to you and Humana, that make them smile, that help them relax, that make the complex a little simpler.

You already breathe it. You already live it.
You already make it possible.

AN AEP DEDICATED TO HUMAN CARE

This AEP might be more technologically driven, but that doesn't mean it will be transactional. We have evolved our online experience to better meet your needs as well as your clients' needs. With your help, this AEP will be more personal and caring. Humana's 2021 AEP sales materials and advertisements put human care front and center. From First Look to IgnitewithHumana.com, you'll see human care embedded in what we say and do. Let's put human care to work—together.

Discover more about human care 

Want more information or support?

Visit [IgniteWithHumana.com](https://www.ignitewithhumana.com). Call the Agent Support Unit at 1-800-309-3163 or email agentsupport@humana.com. Go to [ignitewithhumana.com/support](https://www.ignitewithhumana.com/support) to find your local support team.

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