



2022 Value Proposition Playbook

Your Complete How-To Guide

We are gearing up for another strong AEP, which means Humana has another comprehensive guidebook to help you set your Agents up for success. Your thoughtful suggestions from last year prompted some upgrades, starting with a new name: The Value Proposition Playbook.

This guide will help you customize the provided PowerPoint template to create your market-specific Value Proposition Playbook for your Agents. And then you can lead them in to the best AEP yet. Let's get started.

Task Timeline

What to do, and when.

JULY

Fill in your market-demographic information.

LATE JULY

Fill in plan information, including your themes, that will help to clearly categorize products for Agents.

AUGUST

Review your playbook. Be sure all sections are complete and accurate. Then it's time to share with your Agents!

Resource Guide

In order to abide by Humana legal compliance, everything you put in your Playbook must be word-for-word from existing sources. These resources are the best place to start.

First Look

This is your go-to resource for plan details and market-specific information.

Use to populate:

- Local-Market Contacts
- Plan Details and Comparisons
- Market Highlights and Map
- Network Highlights

How to access First Look:

1. Go to firstlook.humana.com/FirstLook/.
2. At the top of the home page, in the navigation menu, click where it says **2022 Plan Details**. This will bring you to a page with a list of U.S. states.
3. Select your state, then select your market.
4. You will now see a page with a map on it. Your market should be highlighted in green.

*Tip: to put this map in your Playbook, click and drag the image from your browser onto your desktop. Then drag again right onto your playbook slide. You can also screenshot or right click and **Save As**.*

5. Use the checkbox on the left to select plans and download the First Look as a PDF. Or you can pull information straight from the webpage using copy and paste.

Vantage

Humana's comprehensive online platform for Agent resources and communication.

Use to populate:

- Any additional Job Aid that you feel will be helpful for your Agents that isn't already provided in your Playbook.

Tip: to add more than one additional Job Aid, select the Job Aid template slide. Then click the small arrow on the New Slide button. Then select Duplicate Slide.

How to access Job Aids in Vantage:

1. Go to <https://account.humana.com/> and log in with your username and password.
2. Search Job Aid in the search tool.

Ignite

Head to Humana's user-friendly hub of Agent resources for any additional information you'd like to add for your Agents.

Use to populate:

- Helpful Resources and Tips

Tip: the template on this slide allows you to include extra resources (in the bottom gray boxes). Instead of contact information, you can paste the Ignite link for articles, webinars or training tools that you think would be useful for your Agents.

How to access:

1. Go to ignitewithhumana.com.
2. From the top navigation menu, select Educational Resources.
3. Use the left checkbox menu to filter by topics you're interested in finding.

PowerPoint Guide

Consult these steps to ensure your Playbook is well-formatted and easy to follow.

1. Using Templates

These templates were created to make it easy for you. Do your best to keep slide order, slide layout and all text formatted exactly the same. To best replace a piece of text, use your cursor to highlight the exact piece of text, and nothing more. Then simply start typing the new text.

2. Using Charts

You have the opportunity to use a visual chart to display your market demographic information. Simply right-click the chart provided for you, and select **Edit Data** in Excel. The chart will automatically update as you populate the Excel grid with your data. If you don't want to do this, simply delete the chart. Right-click, Delete.



As always, thank you.

Remember to abide by Humana compliance and only include legally approved information. And keep in mind that 2022 plan information may not be shared with members or prospects prior to October 1, 2021.