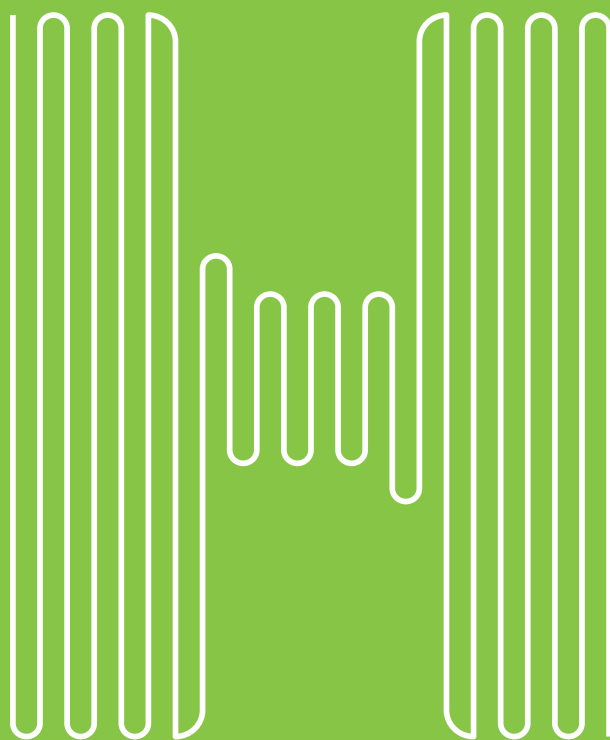




# Humana's Branded AEP 2022 Retail Program



A Guide for Market Leaders



## Open for opportunity

Health happens everywhere. Outside the doctor's office, there's probably no better place to talk about healthcare coverage than the grocery store. Think about it. It's where we stock up on nutritious foods and over-the-counter products. It's where many of us fill our prescriptions and get our flu shots. It's central to our everyday health.

That's why Humana created a nationwide Retail Program with leading grocery-store brands. We want our Agents to connect with more leads, to build their reputations in their communities and to raise awareness for Humana and our promise: to make healthcare more human.

# Two programs, one goal



Humana offers two distinct Retail Programs: the carrier-agnostic program and the Humana-branded program. Each one offers Agents the opportunity to host in-store tabling events. Each program's end goal is the same: drive more leads.

Here's what to know about each program.

Retail program	Carrier-agnostic	Humana-branded
Participating retailers	Walmart Kroger	<a href="#">Albertson's and its affiliates</a> H Mart
Best for Agents who	Contract with multiple carriers (Partner Agents/Humana MarketPoint Brokerage Agents)	Are Career Agents (first priority) or Humana MarketPoint Brokerage Agents
Market Leader kit ordering site	<a href="https://humanaRetailPortal.com">HumanaRetailPortal.com</a>	<a href="#">Connection Hub via Vantage</a>
Agent lead documentation	<a href="https://humanaRetailPortal.com">HumanaRetailPortal.com</a>	<a href="#">Connection Hub via Vantage</a>

## Humana-branded AEP 2022 Retail Program roles and responsibilities

Market Leaders	Agents
<ol style="list-style-type: none"><li>1. Coordination and execution of the program at the local-market level (see the Market Leader checklist for more details)</li><li>2. Coaching Agents on best practices</li><li>3. Communicating with retailers</li></ol>	<ol style="list-style-type: none"><li>1. Receiving kits</li><li>2. Showing up at retailers when scheduled and registering events</li><li>3. Educating leads about Medicare and Humana</li><li>4. Capturing and documenting leads</li><li>5. Following up with leads and setting sales appointments</li></ol>

# Cross it off the list

Use the checklists below to get you and your Agents ready for Humana's branded AEP 2022 Retail Program.

## Market Leader Checklist



### Your training and input

- ☐ Visit the [Market Leader Toolkit site](#).
- ☐ Watch our [Market Leader webinar](#).
- ☐ Download our [kit catalog](#).
- ☐ Complete the post-program survey via email.



### Agent engagement and kit ordering

- ☐ Invite Agents to participate using that email template on the [Market Leader Toolkit site](#).
- ☐ Welcome Agents to the program with that email template on the [Market Leader Toolkit site](#).
- ☐ Tell Agents to register for their webinar using that email template on the [Market Leader Toolkit site](#) the week of September 13, 2021.
- ☐ [Order Humana-branded kits](#) for Albertson's stores August 30–September 3, 2021.
- ☐ Help Agents get ready to receive their retail kit with that email template on the [Market Leader Toolkit site](#) September 24–October 14, 2021.
- ☐ Distribute kits to Agents as needed September 24–October 14, 2021.
- ☐ Confirm tabling event dates and times with Agents before they show up in stores.
- ☐ Ensure Agents have registered their events on [HumanaRetailPortal.com](#) for CMS filing.
- ☐ Check in on Agents throughout AEP October 15–December 7, 2021.
- ☐ Find substitute Agents as needed.
- ☐ Send Agents the post-AEP thank you and survey email the week of December 13, 2021.



### Retailer engagement

- ☐ Confirm tabling event dates and times with retailers before Agents host events.
- ☐ Check in on retailers throughout AEP.
- ☐ Thank retailers for participating post AEP on December 8, 2021.

## Agent Checklist



### Agent training and input

- ☐ Visit [IgniteWithHumana.com/Grassroots](#)
- ☐ Watch the Agent webinar the week of October 4, 2021.
- ☐ Download the Kit Guide from the [Ignite grassroots page](#)
- ☐ Complete the post-program survey the week of December 13, 2021.



### Get retail ready

- ☐ Receive kits between September 24 and October 14.
- ☐ Get AEP ready before October 1, 2021.
- ☐ Set up in stores October 1–December 7, 2021.
- ☐ Capture and document leads October 1–December 7, 2021.
- ☐ Follow up with leads to set sales appointments October 15–December 7, 2021.

# Health and safety tips

The COVID-19 pandemic has taught us that change is a constant. Infection rates, health guidance and scientific evidence can change from one day to the next. That's because diseases keep evolving, which means we must also adapt to keep our members and communities healthy and safe. Follow guidance from the [Centers for Disease Control and Prevention](#), Humana and your state/local government. Track infection rates in your county [here](#).

## Best Practices<sup>1,2</sup>

- ☐ Wear a mask in indoor public settings if you are:
  - Unvaccinated.
  - In areas with [substantial or high transmission](#) (even if vaccinated).
  - Immunocompromised or at [increased risk for severe disease](#) (even if vaccinated).
  - Required to do so by the retailer or local mandates.
- ☐ Stay six feet away from others.
- ☐ Avoid crowds and poorly ventilated spaces.
- ☐ Wash your hands often or use hand sanitizer with 60% or higher alcohol content.
- ☐ Cover coughs and sneezes.
- ☐ Clean and disinfect high-touch surfaces often.
- ☐ Monitor your health daily.
  - Get tested if you experience symptoms or have been exposed.
  - Stay home if you feel sick.
- ☐ [Get vaccinated](#).

<sup>1</sup><https://www.cdc.gov/coronavirus/2019-ncov/vaccines/fully-vaccinated-guidance.html>

<sup>2</sup><https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>

# Market Leader best practices

## Effective communication

Effective communication is key in building trust with Agents and retailers, providing them with valuable information and resources and ensuring the success of Humana's retail grassroots program.

**Follow these principles when communicating with Agents:**



- 1. Timeliness:** send emails and resources when it's most appropriate. Be proactive and ahead of deadlines as much as possible.



- 2. Repetition:** communicating early and often can help everyone stay on the same page.



- 3. Relevance:** send the right retail grassroots information to the right audience. If an Agent is in the Humana-branded program, send them only information applicable to that program.



- 4. Transparency:** be open, honest and direct. For example, if the Agent plans to receive the kit, let them know it could arrive on a pallet via freight and that they need a place to accept and store it.



- 5. Encouragement:** help Agents get excited about Humana's retail grassroots program. Coach them through challenges to find hidden opportunities.

## Organization

Keep yourself and the information for the Humana-branded Retail Program organized:

1. Use the **checklist** shown previously on page 4.
2. Keep track of participating Agents and kit sizes to order with an **Excel spreadsheet**.
3. Use [HumanaMarketSupport.com](https://HumanaMarketSupport.com) to track orders and shipping dates.
4. Add **calendar reminders** for key dates.

## Use Humana's resources

Resource	<a href="#">Market Leader Toolkit</a>	<a href="#">Kit Ordering Site</a>	<a href="#">Ignite Site</a>
What it includes	<ul style="list-style-type: none"><li>✓ Email templates to send to Agents</li><li>✓ Market Leader webinar</li><li>✓ Market Leader guide</li><li>✓ Agent webinar</li><li>✓ Agent guide</li></ul>	<ul style="list-style-type: none"><li>✓ Kit catalog</li><li>✓ Customized ordering</li><li>✓ Order editing</li><li>✓ Order tracking</li></ul>	<ul style="list-style-type: none"><li>✓ Program overview for Agents</li><li>✓ Kit catalog</li><li>✓ Marketing Resource Center assets</li><li>✓ Educational resources like the Agent webinar and guide</li></ul>
Why you should use it	To send turnkey Agent communications and access program training resources for you and Agents.	To order the right sized kit for each store location and to get insight into shipment dates so you can give Agents a heads up.	To view the program from the Agent's perspective and drive participating Agents to that page.

## Ask for help

Have a question? Need extra guidance? We can help.

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### Stacey Heverin

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## Success is in store

Dedicated Market Leaders like you make the Humana-branded Retail Program possible. You help us get Agents up to speed and ready to succeed.  
Thank you for helping us bring grassroots to the grocery store.