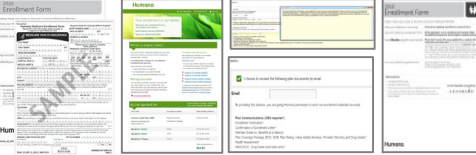

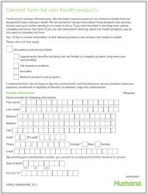




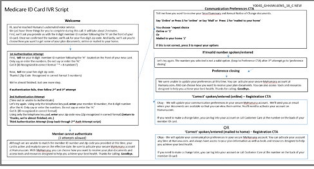

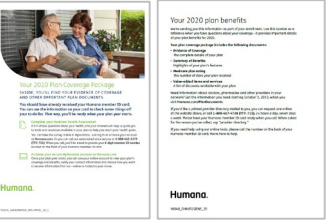

















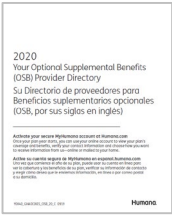
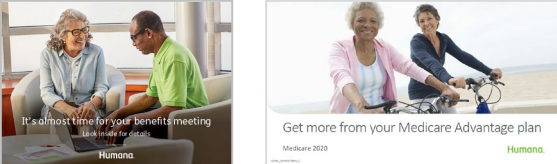
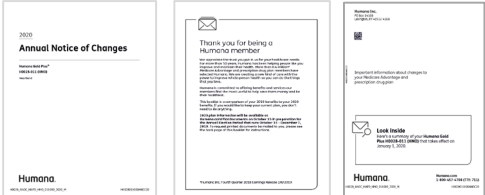


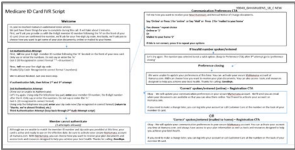


2020 New Member Touchpoint Snapshot – General & DUALS

Enrollment & Verification	Confirmation/Accretion	Effective Date - January
<ul style="list-style-type: none"> Enrollment/Application* (Via printed app, Tele-Sale, Online enrollment, including MAPA & FastApp – requires Medicaid ID + OSB App if offered with Plan)  <ul style="list-style-type: none"> Sales/Plan Materials* (If enrolled with Agent)  <ul style="list-style-type: none"> Member Authorization Form  <ul style="list-style-type: none"> MD Live :VAT/Flyer via Sales Agent/POS (All MA/MAPD) 	<ul style="list-style-type: none"> Confirmation of Enrollment Letter* (Mailed within 7 days of confirmed enrollment Includes OSB if purchased. Includes LEP Form if applicable)  <ul style="list-style-type: none"> LIS Member Eligibility Letter* (Mailed within 7 days of confirmed enrollment)  <ul style="list-style-type: none"> ID Card* Mailing w/ BAG & PDP Flyer (Mailed within 3-5 days of confirmed enrollment)  <ul style="list-style-type: none"> ID Card Carrier/IVR: HP Offer or Pref Selection  <ul style="list-style-type: none"> OSB Directory (if enrolled in OSB)  <ul style="list-style-type: none"> Plan Coverage Package* (Mailed within 5-7 days of confirmed enrollment)  <ul style="list-style-type: none"> Medicare Savings Program VAT (New MA/MAPD eligible members based on predictive modeling) 	<p>Activity from 1/1 – 1/31</p> <ul style="list-style-type: none"> Member Orientations (MA/MAPD plans only-in person or on phone)  <ul style="list-style-type: none"> The 2018 Well-Being Guide (Mailed late January to all new members MA/MAPD plans only-Versioned for New plan members. Inserts based on plan type)  <ul style="list-style-type: none"> Agent 3/30/60/90 day calls (career & delegated)  <ul style="list-style-type: none"> FSB Dental Mailing (if no OSB available) 
<p>Verification</p> <ul style="list-style-type: none"> Verification Letter* (verifies plan chosen during enrollment)  <ul style="list-style-type: none"> Agent 3/30/60/90 day calls (career & delegated) 	<ul style="list-style-type: none"> Payment Coupon Book (Mailed within 14 days for plans with premium or if member not using automatic deduction) 	<ul style="list-style-type: none"> SilverSneakers Welcome Packet (if SS available) 

2020 New Member Touchpoint Snapshot – General & DUALS

Post Effective: February - March	April - July	August – Oct 15
<ul style="list-style-type: none"> Pharmacy First Fill Campaign (PDP & MAPD only)  <ul style="list-style-type: none"> SmartSummary/Smart EOB (Mailed monthly based on claims)  <ul style="list-style-type: none"> Agent 3/30/60/90 day calls (career & delegated)  <ul style="list-style-type: none"> Creditable Coverage Form* (Mailed if member doesn't respond to initial request/letter)  <ul style="list-style-type: none"> Medicare Savings Program (MA/MAPD members receive various outreach throughout plan year; CRM Messaging, SmartSummary, Direct Mail, etc.) 	<ul style="list-style-type: none"> Coordination of Benefits Letter/Survey (PDP plans only-Not yet available digitally)  <ul style="list-style-type: none"> Pharmacy Traditional Mail Campaign (PDP & MAPD only)  <ul style="list-style-type: none"> OSB Application  <ul style="list-style-type: none"> OSB Directory 	<ul style="list-style-type: none"> Re-Orientations (MA/MAPD plans only)  <ul style="list-style-type: none"> Annual Notice of Changes* (Mailed in September to all current members)  <ul style="list-style-type: none"> LIS Member Eligibility Letter* (CMS mails in November/Humana also sends letter)  <ul style="list-style-type: none"> ID Card* Re-Issues/Mass Moves (Mailed in November plan info changes)  <ul style="list-style-type: none"> ID Card Carrier/IVR: HP Offer or Pref Selection (Offer based on previous action taken) 

Pharmacy fills and OSB enrollment throughout year trigger additional member mailings