2020 New Member Touchpoint Snapshot - General & DUALS

Enrollment & Verification Enrollment/Application* (Via printed app, Tele-Sale, Online enrollment, including MAPA & FastApp – requires Medicaid ID + OSB App if offered with Plan)



Sales/Plan Materials* (If enrolled with Agent)



Member

Authorization

Form



MD Live :VAT/Flyer via Sales Agent/POS (All MA/MAPD)



Verification Letter* (verifies plan chosen during enrollment)



Agent 3/30/60/90 day calls (career & delegated)



Confirmation/Accretion

Confirmation of Enrollment Letter* (Mailed within 7 days of confirmed enrollment



LIS Member Eligibility Letter* (Mailed within 7 days of confirmed enrollment)



ID Card* Mailing w/ BAG & PDP Flyer (Mailed within 3-5 days of confirmed enrollment)





ID Card Carrier/IVR: HP Offer or Pref Selection



Plan Coverage Package*



Payment Coupon Book (Mailed within 14 days for plans with premium or if member not using automatic deduction)





OSB Directory (if enrolled in OSB)



Medicare Savings Program VAT (New MA/MAPD eligible members based on predictive modeling)



Effective Date - January

Activity from 1/1 - 1/31

Member Orientations (MA/MAPD plans only-in person or on phone)





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)



Agent 3/30/60/90 day calls (career & delegated)



FSB Dental Mailing (if no OSB available)





SilverSneakers Welcome Packet (if SS available)



GHA0844HH_20 12/2/19 FOR INTERNAL USE ONLY Print Calls Orientations *CMS requirement

2020 New Member Touchpoint Snapshot — General & DUALS

Pharmacy First Fill Campaign

Post Effective: February - March

De you sely on specialty medione or the ropes?

(PDP & MAPD only)

medicine or therapies?

SmartSummary/Smart EOB

(Mailed monthly based on claims)



Agent 3/30/60/90 day calls
(career & delegated)



Creditable Coverage Form*

(Mailed if member doesn't respond to initial request/letter)



Medicare Savings Program

(MA/MAPD members receive various outreach throughout plan year; CRM Messaging, SmartSummary, Direct Mail, etc.)



April - July

Coordination of Benefits Letter/Survey

(PDP plans only-Not yet available digitally)





Pharmacy Traditional Mail Campaign



OSB Application



OSB Directory



Pharmacy fills and OSB enrollment throughout year trigger additional member mailings

August – Oct 15

Re-Orientations
 (MA/MAPD plans only)





Annual Notice of Changes*
 (Mailed in September to all current members)





LIS Member Eligibility Letter*
(CMS mails in November/Humana also sends letter)



ID Card* Re-Issues/Mass Moves

(Mailed in November plan info changes)



ID Card Carrier/IVR: HP Offer or Pref Selection

(Offer based on previous action taken)

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