

Understanding Humana's Value Plus Plans

Humana's Community Engagement Model (CEM)



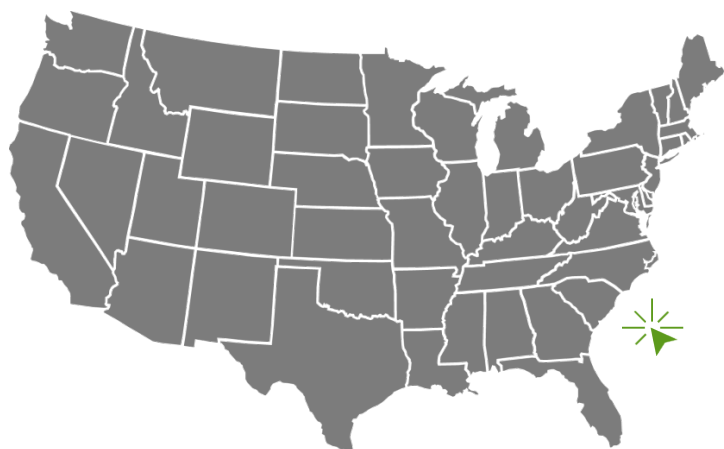
What are Value Plus Plans?

Value Plus Plans are similar to Dual Eligible Special Needs Plans (DSNPs). Value Plus plans are designed to appeal to the dual eligible beneficiary, but unlike DSNPs, they may be sold to applicants who are not Medicaid-eligible. Remember, DE members can switch plans any time they want during the year, so don't pass them up during AEP or ROY!

Where are Humana's Value Plus Plans Offered?

These plans are typically offered in areas where Humana does not offer DSNPs; however, some markets have both DSNPs and Value Plus Plans.

Click the map below to learn more and see where Humana's DSNPs and Value Plus Plans are available!



“When you meet with those in the community who help and work with prospects, your first question (after you introduce yourself and they know that you are a Medicare Sales Agent) should be, “how can I provide assistance to your clients?” Whatever they ask, whether it has something to do with your area of expertise or not, you need to try and assist.”
~Kelly Ridgeway,
Humana agent

How Can I Learn More?

Click the links below to learn more!

➤ [What are Value Plus Plans?](#) ✨

➤ **Sales Success Tips:**

[Agent Testimonials](#) ✨

[Video Testimonial](#) ✨

[Reaching the Dual Eligible \(DE\) Population in AEP and Beyond](#) ✨

➤ **Humana MarketPoint University Resources:**

To access these resources using the links provided below, you must first access HMU, then:

1. Login to Vantage
2. Locate the Education card
3. Click the link to Humana MarketPoint University
4. Click the links below to view the material

[Dual Eligible Categories and Terminology](#) ✨

[Dual Eligible Special Needs – How to Verify Eligibility](#) ✨

[Sales Success – Dual Eligible Special Needs Plans](#) ✨

[Fundamentals of Dual Eligible Special Needs Plans \(D-SNP\)](#) ✨

[Medicaid Overview](#) ✨

[Dual SNP Medicaid Eligibility and Plan Availability](#) ✨

[Fundamentals of Dual Eligibles Overview](#) ✨

For a full list of related resources, search the keyword “dual eligible” in Humana MarketPoint University. You’ll find tons of resources for working with Dual Eligible prospects!