



2023

Medicare agent toolkit

- **What's inside**
- Member marketing materials
- Ways to earn with Go365 by Humana®
- Sample wellness calendar
- Outreach ideas



To our valued agent,

The 2023 Go365 by Humana® Medicare agent toolkit helps make talking about Go365 with members easy. Everything you need to know about Go365, Humana’s market-differentiating well-being and rewards program for eligible Medicare Advantage members, is included here.

How to talk about Go365

Go365 is an exciting program to include in your conversations with members and prospects. Here are some talking points to bookmark:



Members can earn more than \$200 per program year in redeemable gift cards* for completing eligible activities



Members are already enrolled in Go365 and can get started by activating their account at MyHumana.com or by calling the number on the back of their Humana ID card.



Members can participate online or through an offline paper-based experience. If participating offline, members can call the number on the back of their Humana ID card or fill out the information card in the Humana Welcome Packet.



Activities must be reported **within 90 days of completion** to earn rewards. Rewards must be redeemed by Dec. 31 or they will be forfeited.

We look forward to continue supporting your business and helping to improve the health of our members.

Sincerely,
Go365 Sales & Market Support Team

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* Rewards have no cash value and must be earned and redeemed within the same program year. Any rewards not redeemed by Dec. 31 will expire.

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Member earning opportunities

Activity	Go365 rewards	Activity limit
GET HEALTHY: preventive screenings		
Annual Wellness Visit	\$25 in rewards	1 per year
Mammogram	\$30 in rewards	1 per year
Colorectal screening (select one or both screening options)	Up to \$50 in rewards	1 per year†
In-person colonoscopy 45+ years	\$50 in rewards	1 per year
At-home test kit 45+ years	\$20 in rewards	1 per year
Bone density screening	\$20 in rewards	Once every 2 years†
Your reward will show up automatically in your Go365 account if billed through your Humana medical or pharmacy plan. This can take up to 90 days		
GET INVOLVED: social and health education activities		
Attend a class or health education seminar offered by Humana Neighborhood Center or groups in your community. Examples may include a painting, dancing or nutrition class (in person or online)	\$5 in rewards	<ul style="list-style-type: none"> • \$5 per month • 90 days to submit activity (\$40 annual maximum)
Complete an athletic event (e.g., 5k walk/run, cycling, tournament)	\$5 in rewards	
Volunteer	\$5 in rewards	
Attend a social club such as garden, book, religious, or sports/golf/pickleball/walking, etc. (virtual or in person)	\$5 in rewards	
Post or comment in the Go365 Medicare Community	\$5 in rewards	
Complete a fitness event (e.g. dance competition, bocce ball tournament)	\$5 in rewards	
Staying connected socially is important to your overall health and well-being. Social and cognitive activities may help contribute to better long-term mental health, and may help ward off dementia and depression. ^{1,2}		
GET ACTIVE: exercise and fitness		
12 or more workouts a month. The Centers for Disease Control and Prevention recommends 150 minutes of activity a week to help manage or prevent health problems and maintain independence. ³	\$5 in rewards	\$5 per month (\$60 annual maximum)

† If applicable

Sources

1. "Broader Social Interaction Keeps Older Adults More Active," Harvard Health Publishing, last accessed June 30, 2022, www.health.harvard.edu/mind-and-mood/broader-social-interaction-keeps-older-adults-more-active.
2. "Loneliness and Social Isolation Linked to Serious Health Conditions," Centers for Disease Control and Prevention (CDC), last accessed June 30, 2022, www.cdc.gov/aging/publications/features/lonely-older-adults.html%5C.
3. "How Much Physical Activity Do Older Adults Need?," Centers for Disease Control and Prevention, last accessed August 24, 2022, www.cdc.gov/physicalactivity/basics/older_adults/index.htm.

Rewards must be earned and redeemed within the same plan year. Rewards not redeemed before Dec. 31 will be forfeited.

Some items may be discontinued in the Go365 Mall and new items may be added. For the most updated list, visit Go365.com or call 866-677-0999.

Gift cards card cannot be used to purchase prescription drugs or medical services that are covered by Medicare, Medicaid or other federal healthcare programs, alcohol, tobacco, e-cigarettes, or firearms. Gift cards must not be converted to cash.

Receive language assistance or have materials provided in alternative formats as noted in the enclosed accessibility flyer.

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This collection of Go365 member marketing materials includes direct links and brief descriptions. You can find Go365 customizable materials on the Marketing Resource Center (MRC).



Member marketing materials

Promotional flyers

[Event flyer \(customizable\)](#)

Use to promote local events. Fill in the details and share in advance of a local event.

[Get started flyer](#)

Provides easy steps to get started with Go365 online or through the mail.

[Mall catalog flyer](#)

Outlines ways to redeem gift cards in 3 easy steps while highlighting the brands and gift card amounts available.

[Earning rewards flyer](#)

Highlights program benefits, how to get started and a chart of rewardable activities.

Forms to redeem rewards

[2023 activity tracker](#)

Members use the enclosed coupons to track their workouts and social and health education activities. Completed coupons must be sent to Go365 by Humana within 90 days after completing the activity.

[Prevention activity form](#)

Form to be completed by member to receive a reward when a prevention activity has been completed. Form can be submitted online or by mail. See instructions on form. NOTE: A medical claim will also be processed by Humana for prevention activities, however, if a member does not want to wait to be rewarded, this form can be submitted.

Go365 annual wellness calendar

There are so many ways for members to earn with Go365. Whether they visit a [Neighborhood Center](#), interact with us online, attend a SilverSneakers® class or complete a qualifying preventive screening, Go365 meets them where they're at and rewards them for things they may already be doing. Leverage the annual wellness calendar to give members ideas around how to earn rewards with Go365 all year long.



Focus: Blood Donor Month Go365 earning opportunities: Attend a class at a Humana Neighborhood Center® (virtual or in-person) Go365 reward value: \$5/month (max. 8 times per year)	JAN	
Focus: National Nutrition Month Go365 earning opportunities: diabetic eye exam, HbA1c [‡] Go365 reward value: \$25, \$10 (respectively)	FEB	Focus: National Cancer Prevention Month Go365 earning opportunities: colorectal kit, colonoscopy Go365 reward value: \$20, \$50 (respectively)
Focus: American Stroke Month Go365 earning opportunities: annual wellness visit Go365 reward value: \$25	MAR	
Focus: Eye Injury Prevention Month Go365 earning opportunities: diabetic eye exam [‡] Go365 reward value: \$25	APR	Focus: National Public Health Week Go365 earning opportunities: complete 12 workouts in a month Go365 reward value: \$5/month
Focus: National Yoga Month Go365 earning opportunities: complete 12 workouts a month Go365 reward value: \$5/month	MAY	
Focus: Family Caregiver's Month Go365 earning opportunities: complete a social or health education activity Go365 reward value: \$5 (max. 8 times per year)	JUN	Focus: Alzheimer's and Brain Awareness Month Go365 earning opportunities: volunteer, post on the Go365 Community Go365 reward value: \$5/month (max. 8 times per year)
	JUL	
	AUG	Focus: National Health Center Week Go365 earning opportunities: bone density screening, attend a class at a Humana Neighborhood Center (virtual or in-person) Go365 reward value: \$20, \$5 (respectively)
	SEP	
	OCT	Focus: Breast Cancer Awareness Month Go365 earning opportunities: mammogram Go365 reward value: \$30
	NOV	
	DEC	Focus: Holiday well-being Go365 earning opportunities: attend a class related to a hobby (e.g., painting, crafting, dancing) Go365 reward value: \$5/month (max. 8 times per year)

Agents: Visit the Marketing Resource Center to find programs in a box on a wide variety of health and well-being topics. To get rewarded, members complete the social and health education form to earn \$5 per class (8 classes max. per year).

[‡] These screenings are not available to all members. For agent use only. Not intended for general public. Confidential and proprietary information. Rewards have no cash value and must be earned and redeemed within the same program year. Any rewards not redeemed by Dec. 31 will expire.

Go365 offers something for everyone



Did you know that 70% of agents agree Go365 is a powerful sales and retention tool?**

If you're not using this program to your advantage, you may be missing out on a valuable connection point.

Let Go365 by Humana® help you connect with members and bring in new clients. Below are ideas for events to build in to your annual plan. What's in it for members? They can earn up to \$40 in rewards per year* for attending these types of social and health education activities.

Coordinate volunteer events, including:

- Provide/serve food at local shelters or organizations like Meals on Wheels
- Read to children or adult English learners
- Volunteer at a local animal shelter
- Help clean up a local park or playground
- Volunteer at shelters/homes for LGBTQ+ youth
- Donate blood at your local American Red Cross
- Promote world peace by joining the Peace Corps 50+ initiative
- Improve the lives of veterans and military families with USO

Encourage social and educational events

If you facilitate a virtual education session, make sure attendees know how to get connected in advance. Consider partnering with a local hospital, provider office, business or community group for subject matter expertise. Some ideas include:

- Set up a bridge or card club.
- Organize a get-together at the local VFW.
- Promote learning sessions through [Humana's Neighborhood Centers](#).
- Organize a crafting event at a local community center.
- Perform a healthy cooking demonstration.

According to 100.6 of the MMCM, marketing of rewards and incentive programs must:

- Be provided to all current and potential enrollees without discrimination; and
- Be provided in conjunction with information about plan benefits.

** Agent Experience Survey responses, completed May 2022 across 4 primary agent channels selling MA plans for Humana.

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To find a Humana Neighborhood Center near you, visit [HumanaNeighborhoodCenter.com](https://www.humana.com/neighborhoodcenter) and scroll down to "Find a location."

Important

At Humana, it is important you are treated fairly.

Humana Inc. and its subsidiaries do not discriminate or exclude people because of their race, color, national origin, age, disability, sex, sexual orientation, gender, gender identity, ancestry, ethnicity, marital status, religion, or language. Discrimination is against the law. Humana and its subsidiaries comply with applicable Federal Civil Rights laws. If you believe that you have been discriminated against by Humana or its subsidiaries, there are ways to get help.

- You may file a complaint, also known as a grievance:
Discrimination Grievances, P.O. Box 14618, Lexington, KY 40512-4618
If you need help filing a grievance, call **877-320-1235** or if you use a **TTY**, call **711**.
- You can also file a civil rights complaint with the **U.S. Department of Health and Human Services**, Office for Civil Rights electronically through their Complaint Portal, available at <https://ocrportal.hhs.gov/ocr/portal/lobby.jsf>, or at **U.S. Department of Health and Human Services**, 200 Independence Avenue, SW, Room 509F, HHH Building, Washington, DC 20201, **800-368-1019**, **800-537-7697 (TDD)**. Complaint forms are available at <https://www.hhs.gov/ocr/office/file/index.html>.
- **California residents:** You may also call California Department of Insurance toll-free hotline number: **800-927-HELP (4357)**, to file a grievance.

Auxiliary aids and services, free of charge, are available to you. 877-320-1235 (TTY: 711)

Humana provides free auxiliary aids and services, such as qualified sign language interpreters, video remote interpretation, and written information in other formats to people with disabilities when such auxiliary aids and services are necessary to ensure an equal opportunity to participate.

Language assistance services, free of charge, are available to you. 877-320-1235 (TTY: 711)

Español (Spanish): Llame al número arriba indicado para recibir servicios gratuitos de asistencia lingüística.

繁體中文 (Chinese): 撥打上面的電話號碼即可獲得免費語言援助服務。

Tiếng Việt (Vietnamese): Xin gọi số điện thoại trên đây để nhận được các dịch vụ hỗ trợ ngôn ngữ miễn phí.

한국어 (Korean): 무료 언어 지원 서비스를 받으려면 위의 번호로 전화하십시오.

Tagalog (Tagalog – Filipino): Tawagan ang numero sa itaas upang makatanggap ng mga serbisyo ng tulong sa wika nang walang bayad.

Русский (Russian): Позвоните по номеру, указанному выше, чтобы получить бесплатные услуги перевода.

Kreyòl Ayisyen (French Creole): Rele nimewo ki pi wo la a, pou resevwa sèvis èd pou lang ki gratis.

Français (French): Appelez le numéro ci-dessus pour recevoir gratuitement des services d'aide linguistique.

Polski (Polish): Aby skorzystać z bezpłatnej pomocy językowej, proszę zadzwonić pod wyżej podany numer.

Português (Portuguese): Ligue para o número acima indicado para receber serviços linguísticos, grátis.

Italiano (Italian): Chiamare il numero sopra per ricevere servizi di assistenza linguistica gratuiti.

Deutsch (German): Wählen Sie die oben angegebene Nummer, um kostenlose sprachliche Hilfsdienstleistungen zu erhalten.

日本語 (Japanese): 無料の言語支援サービスをご要望の場合は、上記の番号までお電話ください。

فارسی (Farsi)

برای دریافت تسهیلات زبانی بصورت رایگان با شماره فوق تماس بگیرید.

Diné Bizaad (Navajo): Wóda'í beésh bee hani'í bee wolta'ígíí bich'í' hódíílnih éí bee t'áá jiik'eh saad bee áká'ánida'áwo'déé nika'adoowoł.

العربية (Arabic)

الرجاء الاتصال بالرقم المبين أعلاه للحصول على خدمات مجانية للمساعدة بلغتك

GCHJV5REN 0721



Humana is a Medicare Advantage HMO, PPO, and PFFS organization with a Medicare contract. Enrollment in any Humana plan depends on contract renewal.

Rewards must be earned and redeemed in the same plan year. Any rewards not redeemed by Dec. 31 will be forfeited. Rewards have no cash value.

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