



# Medical plans: Marketing sales kit

FOR AGENTS

Revised 11/02/22

In this kit, you'll find marketing tools and resources to help guide your sales conversations with agents and employers.



**PRODUCT INFORMATION:** Resources for plan highlights & features, plan details, and product availability

**Why Humana** – All the great reasons businesses should consider Humana health plans at the market level



- > **FLORIDA:** [Broward County](#), [Central Florida](#), [Miami-Dade](#), [Orlando](#), [Palm Beach](#), [S. Florida](#), [Tampa Bay](#)
- > **GEORGIA:** [All Georgia](#)
- > **ILLINOIS:** [All Illinois](#)
- > **KANSAS CITY:** [Small Group](#), [Large Group](#)
- > **TENNESSEE:** [Knoxville](#), [Nashville](#)
- > **TEXAS:** [Central TX](#), [Corpus Christi](#), [Houston](#), [San Antonio](#), [S. Texas](#)
- > **WISCONSIN:** [All Wisconsin](#)



**“Paving a More Humana Way to Healthcare” videos**

Use these brand videos for you to leverage in your sales opportunities

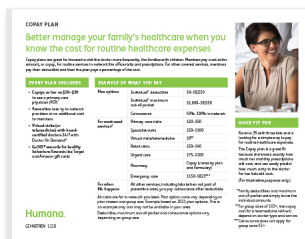
- > [30-second spot](#)
- > [60-second spot](#)

**Product spotlights:** Understand the core value, unique features and benefits, example of what members pay, and member profile for each medical plan



**Canopy spotlights (51+):**

- > [Generic](#)
- > [Arizona](#)
- > [Kansas](#)
- > [Texas \(KelseyCare\)](#)



**Copay spotlights:**

- > [Generic: 1-50 | 51+](#)
- > [Generic Copay II](#)
- > [Arizona: 1-50 | 51+](#)
- > [Arizona Copay II](#)
- > [Kansas: 1-50 | 51+](#)
- > [Kansas Copay II](#)
- > [Florida Copay 2022](#)



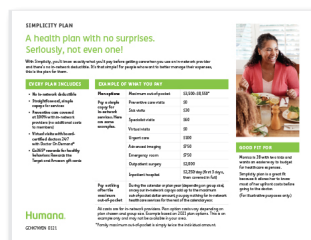
**Efficiency spotlights (51+):**

- > [Generic](#)
- > [Arizona](#)
- > [Kansas](#)
- > [Texas \(KelseyCare\)](#)



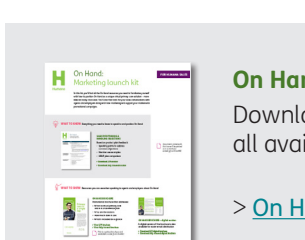
**Savings HSA / HDHP spotlights:**

- > [Generic: 1-50 | 51+](#)
- > [Arizona: 1-50 | 51+](#)
- > [Kansas: 1-50 | 51+](#)
- > [Texas \(KelseyCare\)](#)



**Simplicity spotlights:**

- > [Generic: 1-50 | 51+](#)
- > [Arizona: 1-50 | 51+](#)
- > [Kansas: 1-50 | 51+](#)



**On Hand**

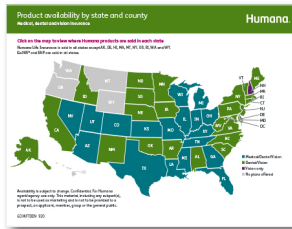
Download the On Hand marketing kit to see all available marketing resources for On Hand

- > [On Hand marketing kit](#)

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**PRODUCT INFORMATION:** Resources for plan highlights & features, plan details, and product availability



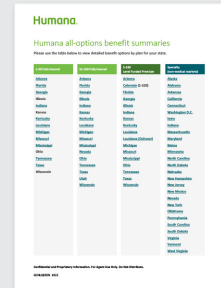
Find out which plans & networks are available by state and county:

- > [Commercial product offerings by state & county](#)



**Product comparison:**

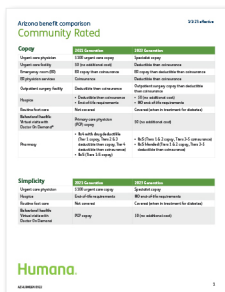
- > [With On Hand – for 51+](#)
- > [Without On Hand – for 51+](#)
- > [LFP and community rated](#)



**All-option plan summaries**

Get more detailed plan benefit information by state:

- > [All-option plan summaries by state](#)



**1-50 Product generation benefit comparisons**

Get a side-by-side comparison of benefits so you can see what's changed from 2021 generation of plans to today

- > [Arizona](#)
- > [Florida](#)
- > [Georgia](#)
- > [Illinois](#)
- > [Indiana](#)
- > [Kansas](#)
- > [Kentucky](#)
- > [Louisiana](#)
- > [Michigan](#)
- > [Mississippi](#)
- > [Missouri](#)
- > [Ohio](#)
- > [Tennessee](#)
- > [Texas](#)
- > [Wisconsin](#)

# Medical plans: Marketing sales kit

**SELF FUNDING:** Resources specifically for Humana's self-funding options



## Level Funded Premium (LFP) marketing kit

Download the LFP marketing kit to get all available marketing resources

> [LFP marketing kit](#)

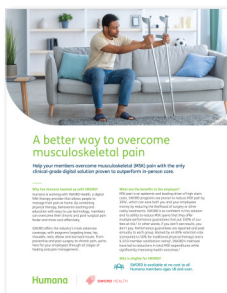


## Virta program

Promotional flyer and FAQ to help guide employers on the benefits of Virta's diabetes reversal program as an ASO buy-up option

> [Virta flyer](#)

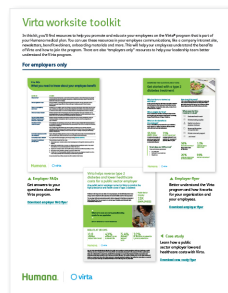
> [Virta FAQ](#)



## SWORD Health program

Promotional flyer to help guide employers on the benefits of SWORD's musculoskeletal (MSK) pain management program as an ASO buy-up option

> [SWORD Health flyer](#)



## Virta worksite toolkit

Employers can find resources they can use to promote Virta to employees in their workplace, including FAQ, flyer case study, posters, email and intranet content and promotion.

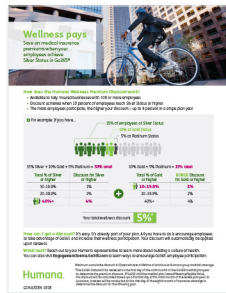
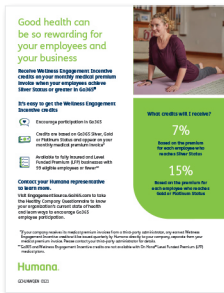
> [Virta toolkit](#)

# Medical plans: Marketing sales kit

## PLAN SAVINGS:

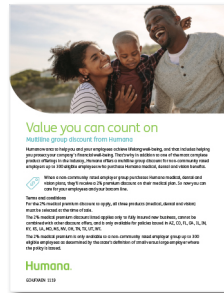
Information on different programs to help employers save on their benefits

**Wellness incentives** to help employers save on their monthly medical premium invoice



- > [2-99 Wellness Engagement Incentive](#)
- > [100+ Wellness Premium Discount](#)

**Multiline group product discount** for employers with 2-99 employees who purchase Humana dental benefits



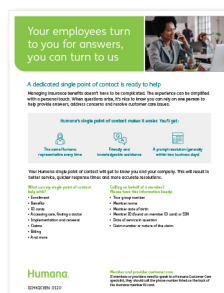
- > [Community rated multiline discount](#)
- > [Non-community-rated multiline discount](#)

**Spending accounts:** Companion pieces to help explain to employers the benefits of spending accounts and funding strategies for each option



- > [HRA](#)
- > [HSA](#)
- > [FSA](#)
- > [DCFSA](#)
- > [HSA / LFSA](#)

## EASY ADMINISTRATION: How we're helping businesses of all sizes administer their plans



- > [2-99 Small Business services](#)
- > [100+ Single Point of Contact](#)

### Employer portal

Guide on how to use Humana's employer self-service portal and information to help employers activate their account.

- > [Employer activation and 2-factor authentication](#)
- > [Employer self-service portal guide](#)



**MEMBER EDUCATION:** Here are the top requested resources you can share with employers and agents to help educate members on their medical plan and programs

### Plan understanding

Information to help members understand their plan and how to get started:

- > Open enrollment booklet template: [English](#) | [Spanish](#)
- > Medical plan welcome guide: [English](#) | [Spanish](#)
- > MyHumana guide: [English](#) | [Spanish](#)
- > Know where to get care: [English](#) | [Spanish](#)
- > Stay in-network to avoid extra costs: [English](#) | [Spanish](#)

### Benefits and programs

Education on the benefits and programs included with medical plans:

- > Preventive health guide: [English](#) | [Spanish](#)
- > Doctor On Demand:
  - Flyer: [English](#) | [Spanish](#)
  - Poster: [English](#) | [Spanish](#)
- > Humana Pharmacy – What to know before you get your medicine: [English](#) | [Spanish](#)
- > CenterWell Pharmacy mail order delivery: [English](#) | [Spanish](#)
- > SelectRX: [English](#) | [Spanish](#)
- > RX5 blended drug list: [English](#)

### Clinical programs

Information on Humana's clinical programs:

- > Clinical care & wellness services: [English](#) | [Spanish](#)
- > HumanaBeginnings: [English](#) | [Spanish](#)
- > NICU: [English](#) | [Spanish](#)
- > Case Management: [English](#) | [Spanish](#)
- > Personal Nurse: [English](#) | [Spanish](#)
- > SWORD Health: [English](#)
- > Virta: [Flyer](#) | [Worksite poster](#)

### Spending accounts

Information to help members understand the spending account they elected and how it works:

- > HRA: [English](#) | [Spanish](#)
- > FSA: [English](#) | [Spanish](#)
- > DCFSA: [English](#) | [Spanish](#)
- > HSA: [English](#) | [Spanish](#)
- > HSA with LFSA: [English](#) | [Spanish](#)

### Wellness programs

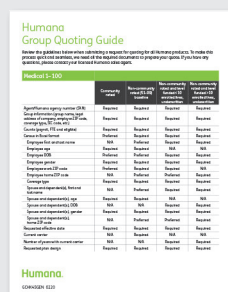
Overviews on member wellness programs. Members in these programs will receive communications to help them get started and on-going engagement education:

- > Go365 get-started guide: [English](#) | [Spanish](#)
- > Go365 standard points /activities: [English](#) | [Spanish](#)
- > Go365 app: [English](#)
- > LifeWorks EAP flyer: [English](#) | [Spanish](#)
- > LifeWorks EAP brochure: [English](#) | [Spanish](#)
- > LifeWorks EAP app flyer: [English](#) | [Spanish](#)
- > LifeWorks EAP poster: [English](#) | [Spanish](#)
- > Special discounts: [English](#) | [Spanish](#)

## Medical plans: Marketing sales kit

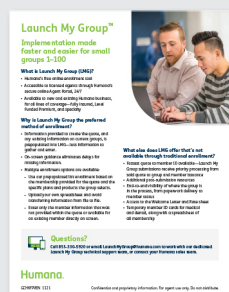
## AGENTS ONLY:

### Quoting & admin:



- > [Quoting guide](#)
- > [Small group producer guide](#)
- > [Humana technology partners](#)

**Enrollment:**



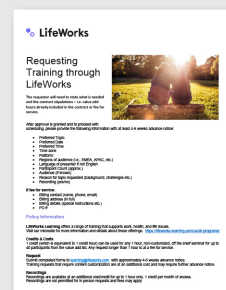
- > Launch My Group
- > Humana's Risk Analytic Engine

### Agent portal:



- > Agent portal guide
- > Agent activation and 2-factor authentication

## LifeWorks training:



- > How to request training through LifeWorks

**VISIT** [huma.na/bonuses](https://huma.na/bonuses)  
to get the latest info on  
other bonus opportunities  
for agents