



Medical plans: Marketing sales kit

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

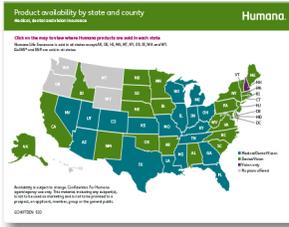
Download the On Hand marketing kit to see all available marketing resources for On Hand

- > [On Hand marketing kit](#)

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



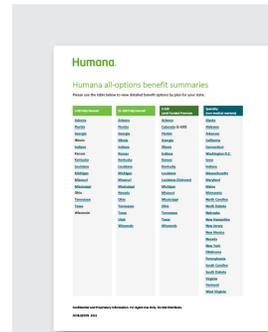
Find out which plans & networks are available by state and county:

- > [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](#)

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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](#)

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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

Good health can be so rewarding for your employees and your business

Receive Wellness Engagement Incentive credits on your monthly medical premium invoice when your employees enroll their dependents in a plan!

It's easy to get the Wellness Engagement Incentive credit:

- Enrollment participation is 100%
- Credits are based on 2023 plan cost (including dental) and based on your monthly medical premium invoice!

How much will I receive?

- 7% credit on the monthly medical premium invoice
- 15% credit on the monthly medical premium invoice

Humana

Wellness Pays

Receive up to 5% credit on your monthly medical premium invoice when your employees enroll their dependents in a plan!

How much will I receive?

- 5% credit on the monthly medical premium invoice

Humana

> [2-99 Wellness Engagement Incentive](#)

> [100+ Wellness Premium Discount](#)

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

Value you can count on

Multiline group discount from Humana

Receive up to 5% credit on your monthly medical premium invoice when you purchase Humana dental benefits for your employees and their dependents. This credit is based on the amount of your monthly medical premium invoice. The credit is applied to your monthly medical premium invoice. The credit is based on the amount of your monthly medical premium invoice. The credit is based on the amount of your monthly medical premium invoice.

Humana

> [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

Healthcare Flexible Spending Account

Receive up to 5% credit on your monthly medical premium invoice when you purchase Humana dental benefits for your employees and their dependents. This credit is based on the amount of your monthly medical premium invoice. The credit is applied to your monthly medical premium invoice. The credit is based on the amount of your monthly medical premium invoice.

Humana

> [HRA](#)

> [HSA](#)

> [FSA](#)

> [DCFSA](#)

> [HSA / LFSA](#)



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

Humana Business Services

Support your business with our dedicated Humana Business Services team. We provide expert advice and assistance for all your business needs. Our team is available 24/7 to help you with any questions or concerns. We are committed to providing the highest quality of service to our clients.

Humana

> [2-99 Small Business services](#)

Your employees turn to you for answers, you can turn to us

A dedicated single point of contact is ready to help. We have a team of experts who can help you with any questions or concerns. We are committed to providing the highest quality of service to our clients.

Humana

> [100+ Single Point of Contact](#)

Employer Self-Service Portal Guide

Learn how to use Humana's employer self-service portal and information to help employers activate their account. This guide provides step-by-step instructions for setting up and managing your account. It covers everything from account activation to plan selection and enrollment.

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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](#)

