



Scope of Appointment

What is the Scope of Appointment?

The Scope of Appointment (SOA) is a written or audio-recorded agreement between the prospect and agent. It lists all of the products to be discussed at the sales appointment.

When is the Scope of Appointment required?

When do you need a Scope of Appointment (SOA)?

- Required for any individual making an appointment (face to face or telephonic) with an agent
- Whether the appointment is in their home, your office, or any other location (i.e. – coffee shop)
- One form for EACH prospect, whether invited or uninvited
- If you set a future appointment after an educational event, formal or informal sales event

When do you NOT need a Scope of Appointment (SOA)?

- Sales presentations given at advertised sales events, health fairs, retail sales events, or seminars
- When conducting educational events
- If approached during scheduled hours at a retail store, such as Walmart

When should the beneficiary sign the Scope of Appointment?

- Prior to the scheduled appointment time
- Before the sales presentation

What if you want to discuss additional health products during the appointment?

If the *beneficiary* wants to discuss it:

You must execute a new Paper, IVR or Enrollment Hub SOA with the original products selected, as well as any new health related products.

If the *agent* wants to discuss it:

You must document in advance, when practical. If it is not practical and the beneficiary requests to discuss other products, then you must execute a new Paper or Enrollment Hub SOA with the original products selected as well as any new health related products.

What are Humana's Methods of Documentation?

- **Paper** –
 - Barcoded Paper SOA forms must be ordered through the *Order Management System*. Barcoded forms must not be photocopied, scanned, or reproduced in any way. Completed Paper SOA forms must be mailed to the address on the back of the SOA form for scanning and processing.
 - **NOTE: External Agents** who choose not to send in their Humana SOA form must retain it for 10 years. Also, **External Agents** may use a non-Humana SOA form, and must retain the document for 10 years.
- **IVR** –
 - A SOA can be taken through the IVR process on a recorded line. The IVR captures all required information through touch-tone and voice recordings. Each IVR SOA receives an IVR Recording ID.
 - **Telesales** - A SOA can be taken through the lead setting process by DMS Telesales Agents. The DMS scripting guides the Telesales representative through all required information. Each DMS SOA receives an IVR Recording ID and will be indicated on the lead.
- **Enrollment Hub**
 - Signed SOA's are auto-cancelled 14 days from the SOA appointment date/time if the agent dispositions as a No Sale or does not Start an enrollment application from the SOA.
 - If the appointment date/time is changed, the expiration date is updated to be 14 days from the new appointment date/time.
 - Unsigned SOA's are auto-cancelled 14 days from the last modified date.

NOTE: All methods of SOA documentation contain Pre- and Post-Appointment sections. Detailed trainings on each method of documentation are located in Humana's MarketPoint University in the Vantage Agent Portal. Search "Scope of Appointment."