



HUMANA REACH REWARDS

Powering your purpose

Partner agent program guide

July 1, 2023 - June 30, 2024

Humana[®]



Your work deserves to be rewarded

You're driven to reach for your goals, advance your career, and make a difference in your community. You strive to provide human care—support that sees members as whole people with full lives, delivering the individualized offerings that matter most to them. It's no small feat. But you don't have to do it alone.



Humana Reach Rewards is a program that will reward you at every stage of your journey. Whether you're a new Partner agent or a seasoned pro, you can earn points and rewards for sales performance and participation in certain non-sales activities that power your purpose.

Humana Reach Rewards offers six levels of rewards. The more you sell or engage in eligible activities, the more points you'll earn and rewards you'll unlock.

The rewards you receive at each level of the program are designed to make you an even stronger agent. As you build on your expertise, you can find new ways to learn about providing a healthcare experience that's easier, more personalized, and more caring.

Power your purpose with Humana Reach Rewards—and deliver on the promise of human care.

Am I eligible for Humana Reach Rewards?

If you meet the following criteria, you're eligible to participate in the program.



Partner Field agent



Hold current agent license in your state of residence



Contracted with Humana to sell individual Humana plans



In good standing with Humana

Complete activities. Earn points. It's that simple.

Sales activities	Points
<p>New MA, MAPD, and Med Supp enrollments Record the accretion of new Medicare Advantage (MA), Medicare Advantage prescription drug (MAPD) or Medicare Supplement (Med Supp) plan enrollment. This includes all eligible plans: (e.g. dual-eligible, etc.).</p>	75
<p>Plan-to-plan MA, MAPD and Med Supp enrollments Record the accretion of plan-to-plan MA, MAPD or Med Supp enrollments.</p>	50
<p>New PDP enrollments Record the accretion of a new Humana prescription drug plan (PDP) enrollment.</p>	25
<p>New specialty enrollments Record the accretion of a new Humana specialty plan. This includes Dental (IDV), Vision (IDV), and OSB (Combo, Dental and Vision) plan enrollment.</p>	25
<p>Med Supp + PDP combination enrollments Record the accretion of both a Med Supp enrollment and a PDP enrollment to the same member with the same effective date.</p> <p><i>Points are awarded whether the sale is new or P2P and on top of the points earned for achieving the enrollments themselves (e.g. you'll receive 75 points for a new Med Supp enrollment, 25 points for a new PDP enrollment and 25 points for the combination sale, for a total of 125 points).</i></p> <p>Note: It is ultimately the beneficiary's choice as to whether they enroll in a Med Supp or PDP and/or the type of PDP plan they enroll in. The beneficiary should not feel pressured to enroll in any plan or Humana's PDP or Med Supp offerings if they do not feel comfortable with it. It is the agent's responsibility to ensure a full NEADS analysis is completed, and only plans that are appropriate for the prospect's needs are offered and sold. Any agent misconduct or non-compliant conduct, such as pressuring a beneficiary to enroll into a plan or enrolling a beneficiary without their consent will be investigated and the agent will be subject to disciplinary action, up to and including removal from the Reach Rewards program, and termination of employment or contract with Humana.</p>	25
<p>Plan-to-plan PDP enrollments Record the accretion of a plan-to-plan PDP enrollment.</p>	25

Engagement with Humana activities	Points
<p>Humana infield events and virtual experiences</p> <p>Attend a national or local Humana-hosted training event, such as AEP Academy—whether in person or on a virtual platform.</p> <p><i>You must provide your SAN at registration AND check in at the event to receive points for this activity.</i></p>	<p>20</p>
<p>Humana survey completion</p> <p>Complete an eligible Humana Partner agent survey.</p> <p><i>You must provide your SAN to earn points. Eligible surveys will be denoted with a Reach Rewards star icon.</i></p>	<p>20</p>
<p>Local Market webinars</p> <p>Attend a Local Market webinar hosted by a BRM/BRE or SMSE on Zoom.</p> <p><i>You must provide your SAN and view 100% of the webinar to earn points. Eligible webinars will be denoted with a badge or icon.</i></p>	<p>20</p>
<p>Ignite educational webinars</p> <p>Participate in or watch an on-demand video of a national webinar via the Ignite website.</p> <p><i>You must provide your SAN to earn points. You must view 100% of the webinar to earn points.</i></p>	<p>20</p>
<p>MRC order placement</p> <p>Purchase unique marketing materials (Medicare OR non-Medicare) and promotional items through the Marketing Resource Center (MRC). Unique items are defined as distinct creatives/inventory codes ordered within a calendar month.</p> <p><i>Ordering multiples of the same item is considered one unique item, while ordering two different items is considered two unique items.</i></p>	<p>20 (max 100 points/month)</p>
<p>Education on CenterWell Pharmacy consent form</p> <p>Submit the CenterWell Pharmacy™ consent form. You'll earn points regardless of form outcome: Yes, No, Left booklet.</p> <p><i>To be eligible, you must first complete the How to Educate on CenterWell Pharmacy Consent Compliantly training on MarketPoint University and sign the post-training attestation form.</i></p>	<p>10 (max 100 points/month)</p>
<p>Digital Marketing Material email sends</p> <p>Earn points each time you send a Digital Marketing Material (DMM) email to a client or prospect who provides permission.</p> <p><i>One email per recipient will be counted (i.e. you will only get credit for the first DMM sent to a distinct recipient each month).</i></p> <p><i>A DMM send is calculated separately from an e-enrollment (i.e., if you send a DMM, you will earn 10 points. Then, if the client enrolls through DMM, you will earn another 10 points).</i></p>	<p>10 (max 100 points/month)</p>
<p>MRC material download</p> <p>Download unique marketing materials (Medicare OR non-Medicare) through the MRC. Unique items are defined as distinct creatives/inventory codes ordered within a calendar month.</p> <p><i>Ordering multiples of the same item is considered one unique item, while ordering two different items is considered two unique items.</i></p>	<p>10 (max 50 points/month)</p>

Move up tiers. Unlock more rewards. Become a stronger agent.



BRONZE 500 POINTS

\$50 MRC Credits
Get marketing support from the MRC.



AMBASSADOR 18,000 points

\$400 additional MRC Credits
Grassroots community engagement kit
Use tools including posters, brochure and flyer holders, yard signs and A-frame zone signs to help grow your business at grassroots events.

Ambassador agent roundtables
Attend periodic, local roundtable events with a BRE/BRM where you can network, collaborate and engage with other top producers.



SILVER 2,000 POINTS

\$50 additional MRC Credits



ELITE AMBASSADOR Top Partner agents at program year-end* \$200 additional MRC Credits



GOLD 5,000 POINTS

\$100 additional MRC Credits

Premium Agent Customer Service Support
Get priority access to pre- and post-enrollment customer service and a phone number.

Use it for:

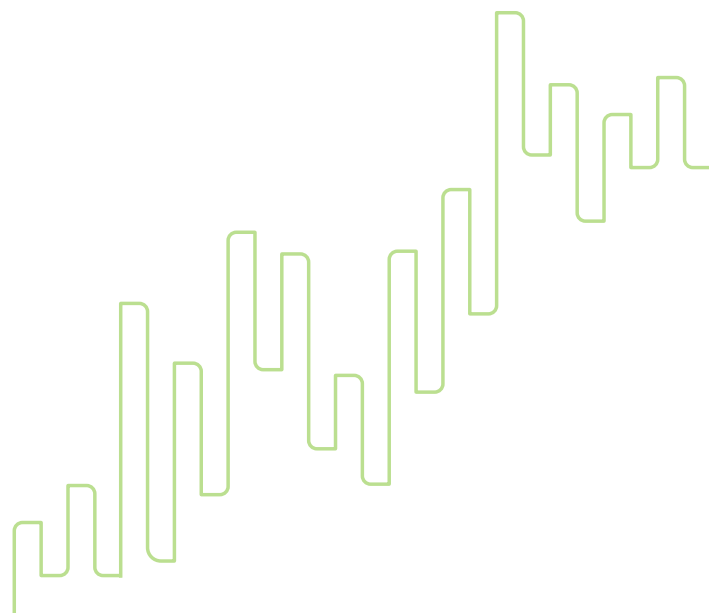
- + Pre- and post-enrollment questions
- + Enrollment status
- + Commissions
- + And much more



PLATINUM 10,000 POINTS

\$200 additional MRC Credits

AHIP certification fee waived (one/year)
Your \$125 AHIP certification fee is waived when taken through Humana.



Have questions? We have answers.

Q. What happens when a new program year begins?

A. Each program year begins July 1 and ends on June 30. At the start of the new program year, your points will reset to zero and your tier status will reset to Member (However, this new status and your new program year points may not display on your Reach Rewards Dashboard until mid-July.). You'll once again begin working your way up through the tiers as you complete eligible activities.

Q. When do I start earning points?

A. You're eligible to earn points once you've enrolled in the program, accepted the terms and conditions, and completed your profile. Earn points for sales and non-sales activities.

Q. I've completed an activity. When will it reflect on my HumanaReachRewards.com homepage?

A. Points earned will be updated monthly.

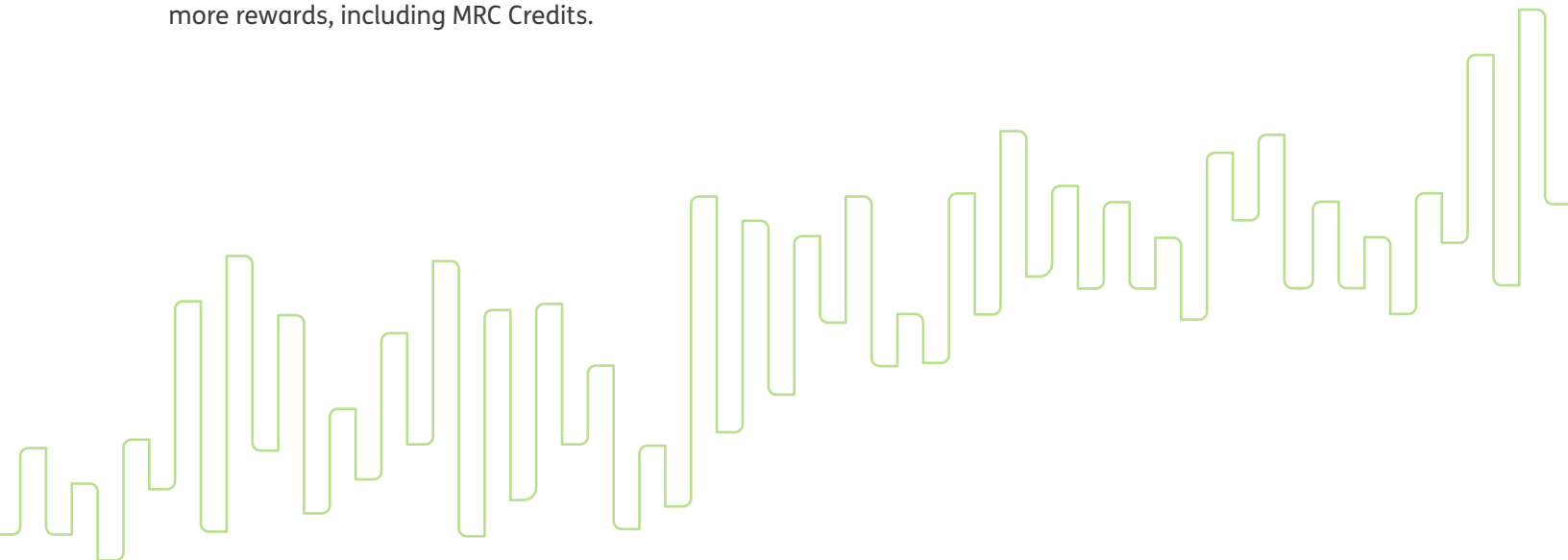
Q. How do I move up tiers?

A. Accumulate points to move up tiers and unlock more rewards, including MRC Credits.

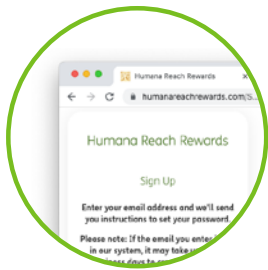
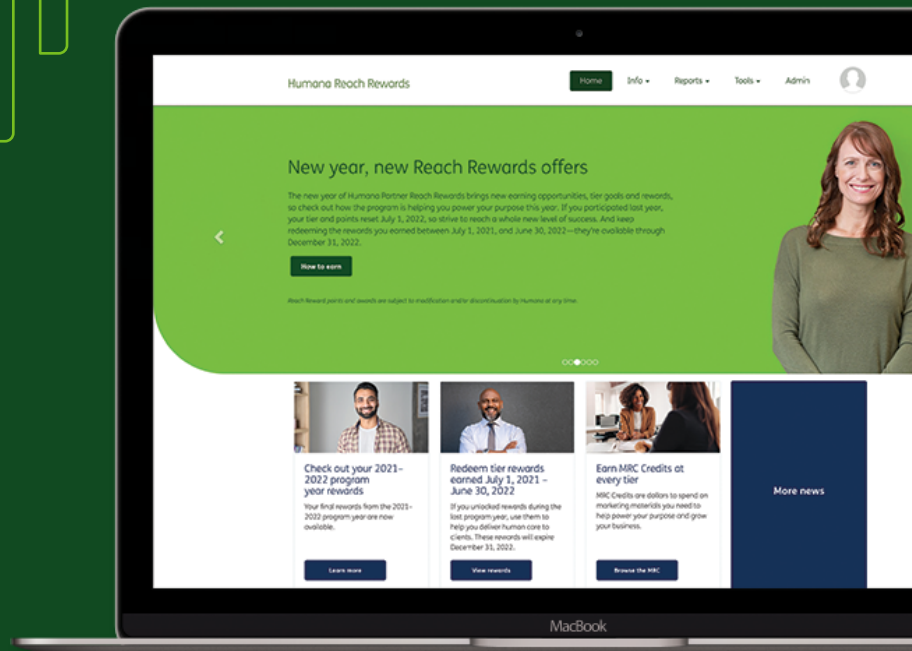


Q. Do my rewards expire?

A. Yes. All rewards earned in a given program year will expire at the end of that calendar year. For example, the rewards you earned between July 1, 2023, and June 30, 2024, will expire on Dec. 31, 2024.

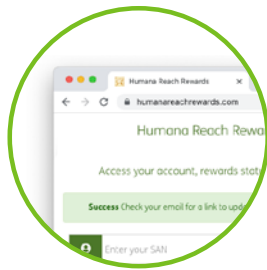


Begin your journey today



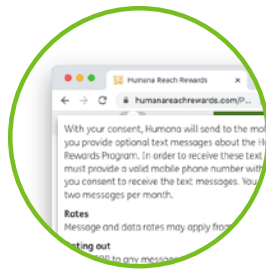
Visit

Visit HumanaReachRewards.com and select "Sign up."



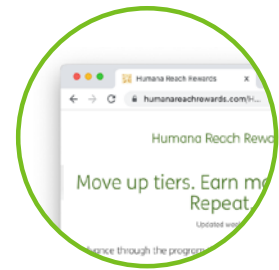
Select

You will receive an email with your next steps. Select the link to set your password.



Accept

Accept terms and conditions and complete your profile.



Gain

Gain immediate access to opportunities to learn and earn.



Questions?

Humana Reach Rewards Headquarters

Call: 800-309-3163

Email: ReachUs@Humana.com

Visit: HumanaReachRewards.com

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