



# Value-Based Enrollment (VBE)

## Help your clients engage with their Aetna Medicare plan early

VBE is a new electronic enrollment option that lets you easily enroll your clients in Aetna Medicare plans (MA/ MAPD, PDP) through the Ascend Virtual Sales Office app. This enrollment option is only available in select markets.

With VBE, after enrolling your clients, you can provide extra value by helping them schedule a voluntary health-related survey phone call. During this call, a wellness advocate will talk to your clients about their health goals, and can help them schedule an annual wellness visit with their primary care doctor.

**Please note:** For compliance reasons, agents are not permitted to be present with their clients during the call with the wellness advocate.

### Who can participate?

VBE is available to ready-to-sell producers in specific states and requires access to the Ascend app. Need access to the Ascend app? If you're "ready to sell," you can request access to the app on **Producer World**.®

### Completing VBE is easy as 1, 2, 3

1. First, you'll complete your client's enrollment application through the Ascend Virtual Sales Office app.
2. Next, you'll select one of the VBE options:
  - "Connect Me Now" — This option is for clients who wish to complete the health-related survey call right away.
  - "Schedule a Callback" — Choose this for clients who prefer to schedule a callback for a future day and time.
  - "Decline" — Select this option for clients who opt out of the call.
3. Done! After helping your client select one of these options, your job is finished.

### As a bonus — You'll earn a service fee

When a client selects to do the health-related survey call, either by choosing "Connect Me Now" or "Schedule a Callback," you can earn a service fee. The service fee will be paid about 2 weeks later. **IMPORTANT:** The service fee will be paid to the same entity that is listed on your Aetna contract.

**aetna**® Medicare  
Solutions

## What can your clients expect with VBE?

### Adding value to your enrollment

Thank you for selecting Flagpole Advantage (HMO) to meet your healthcare needs. In order to best serve you, we have representatives on standby to assist with your transition into your new plan – they will help you to schedule your Annual Wellness Visit and gather some important information related to your healthcare needs. We want to make sure we do a great job of taking care of you and ensure you're getting the best care possible as soon as your plan is active.

Connect Me Now

Schedule a Callback

Decline

- **If your clients select "Connect Me Now,"** they'll be asked to verify their phone number and select "call" on the enrollment screen. This will prompt a wellness advocate to contact your clients in real-time. *Agents cannot be present for the wellness advocate call.* After you've left, the wellness advocate will complete a 15-20 minute health-related survey with your clients. The advocate will also help explain what happens next once their new Medicare plan becomes effective.
- **If your clients select "Schedule a Callback,"** they'll be asked to select a date and time that fits their schedule for a wellness advocate to call them back. Your client will also be asked to verify their phone number at this time.
- **If your clients "decline" to take part in VBE,** they won't be called.

### It's a win-win-win partnership

When your clients choose to participate in the VBE option, everybody wins.

<b>Client/new member</b>	<b>Your clients get to share their health goals and ambitions with a wellness advocate during a health-related survey. The advocate will also help them set up a wellness check with their doctor.</b>
<b>Agent</b>	You'll strengthen your client-agent relationship by helping your client coordinate their care with their new health plan. PLUS, you'll get the chance to earn a service fee.
<b>Aetna</b>	We get to improve the quality of care for our members and improve provider engagement. Plus, we gain insights and information to help your clients avoid health risks.

### We're here to help

**For technical support using VBE in the Ascend app,** contact the Ascend app help desk at 1-833-923-1431. They're open Monday – Friday from 8 a.m. – 8 p.m. However, during the Annual Election Period they're open Monday – Sunday, 8 a.m. – 11 p.m. ET.

**For questions regarding VBE service fee payments,** you can contact the Aetna Medicare Broker Services Department at 1-866-714-9301. They're open Monday – Friday from 8 a.m. – 8 p.m.

### **Aetna is the brand name used for products and services provided by one or more of the Aetna group of subsidiary companies, including Aetna Life Insurance and its affiliates (Aetna).**

Prior to engaging in the sale of Aetna or Coventry Medicare products, producers must be ready to sell, which means certified, contracted, licensed in the applicable states, and appointed by Aetna in accordance with state law. As permitted in certain states, Aetna will order appointments after the first sale. This communication is intended for use by brokers only and is not intended for distribution to Medicare beneficiaries. Any publication or distribution of this communication to unauthorized recipients without Aetna's approval is prohibited.

