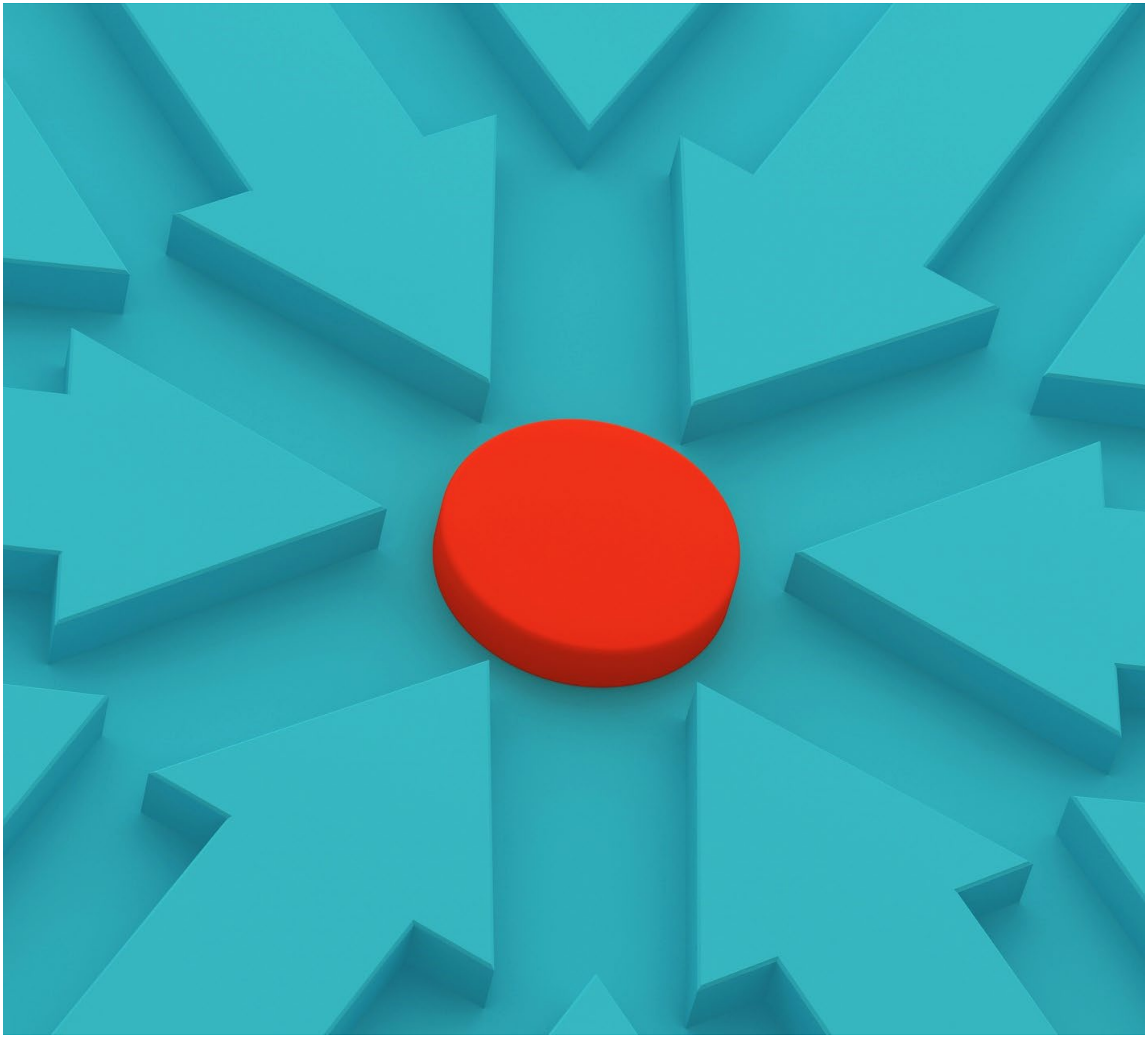


MOLINA MEDICARE ENROLLMENT 2024 HANDBOOK

Sales & Marketing

MolinaAgentCenter.com
Broker@MolinaHealthcare.com

CONTENTS

For the convenience of the client and the agent, Molina offers telephonic and virtual enrollments. Paper enrollments remain an option for those preferring to fill out the traditional forms.

For information and assistance, please contact us at:
Broker Services Unit (BSU)
(866) 440-9788
Hours: Monday to Friday
6:00 AM-6:00 PM Mountain Time
MCREnrollment@molinahealthcare.com

ENROLLMENT REQUIREMENTS

Scope of Appointment

An agent must obtain a completed Scope of Appointment (SOA) form 48 hours **prior** to the start of an appointment, including outbound calls, for all MA and MAPD sales appointments, whether telephonically, in-person or virtually. Molina strongly recommends using DRX/Connecture to complete each SOA; it's faster, more accurate, and provides permanent storage. If you prefer to complete a paper SOA, see page 5 for more instructions.

The SOA must document the following:

- Product types to be discussed
- Date of appointment
- Beneficiary and agent contact information
- Beneficiary signature
- Statement that there is no obligation to enroll; current or future Medicare enrollment status will not be impacted; and automatic enrollment will not occur

A new SOA is required if, during an appointment, the beneficiary requests information regarding a different plan type than previously agreed upon. An SOA is good for a specific appointment only; it is not open-ended.

Recording Requirement

CMS requires that **agents record all sales calls with beneficiaries in their entirety**, including the enrollment process. Molina offers and strongly recommends using the free, CMS-compliant recording and storage capability available in DRX/Connecture. Other approved options include Sunfire or your FMO partners' platforms. Other details include:

- The rule applies to all enrollments with an effective date of January 1, 2024, or later.
- The rule applies to new and existing clients.
- Record all marketing, sales, and enrollment calls, including the audio portion of calls via web-based technology, in their entirety.
- All sales calls (outbound and inbound) with the intent of enrolling that Medicare beneficiary into a Molina Medicare product must be recorded (along with the enrollment if obtained) by the agent and be retained for 10 years.
- The recordings must be retained in a HIPAA-compliant manner.
- The rule does not apply to in-person sales appointments or face-to-face marketing.

For more information regarding the CMS Final Rule and its impact on Medicare Advantage and Part D drug plans, read the Federal Register: Medicare Program; Contract Year 2024 Policy and Technical Changes to the Medicare Advantage Program, Medicare Prescription Drug Benefit Program, Medicare Cost Plan Program, and Programs of All-Inclusive Care for the Elderly.

Enrollment Guides

Each enrollment guide contains the following items:

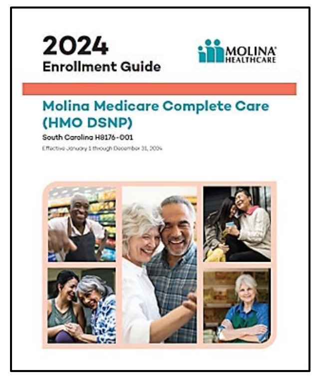
- Scope of Appointment Form
- Pre-enrollment Checklist
- Eligibility Attestation Form
- 2024 Member Enrollment Guide
- Summary of Benefits
- Medicare 101
- Drug, pharmacy and doctor information
- Star ratings
- Multi-language insert
- Disclaimers, including the nondiscrimination notice
- Enrollment application – please note that the 2024 enrollment application contains a line to identify enrollee's race/ethnicity. The enrollee may choose not to provide this information; no application will be held up due to noncompletion of this section.

OPTIONAL MATERIALS

Marketing Collateral

The following items may be ordered at no cost through the Molina Marketing Store.

✓ Enrollment guides
✓ Benefits at a Glance (BAAGs)
✓ Brochures
✓ Flyers (up to 50 at no cost)



The following items may be downloaded from the [Molina Agent Center:]

Marketing

✓ State Fact Sheets *(available mid-October)*
✓ Marketing Materials Index for Brokers
✓ Broker Materials Order Form
✓ Medicare and You 2024

Training Guides

✓ Molina Healthcare Enrollment Options
✓ Telephonic SOA & Enrollment Process for Brokers
✓ Enrollment FAQ for Brokers
✓ Medicare Election Periods
✓ Agent & Broker Training & Testing Guidelines
✓ How to Submit a Paper Application
✓ HRA Completion Training & User Guide
✓ DRX Training

Member Materials

- ✓ Scope of Appointment Form
- ✓ Appointment of Representative (AOR) Form
- ✓ Health Risk Assessment (HRA) Forms
- ✓ Molina Medicare: What to Expect Next
- ✓ How to Use the MyMolina Mobile App Video
- ✓ Manage Your Health with MyMolina Member Portal Video

INITIAL CONTACT

Outbound (48-hour rule applies)

The agent contacts a prospect from any of these sources:

- A received lead card or business reply card (BRC)
- Phone message left by the prospect
- Current member from the agent's book of business

Under this circumstance, CMS requires that an agent wait 48 hours from the time of scheduling an appointment until the actual meeting with the prospect.

Inbound

A prospect calls you, which could result from a marketing campaign, a referral, a community event, or another source. A 48-hour waiting period prior to enrollment is not required under this circumstance.

Scope of Appointment

There are now four different SOA forms to choose from when working with beneficiaries. These may be found on the Molina Agent Center under Reference Materials>Forms. Be sure to choose the version appropriate to each situation.

- Molina Universal SOA
- Massachusetts FIDE SOA
- California SOA
- Washington SOA

***Electronic (DRX)*:** DRX/Connecture is the best tool for completing an SOA online. Please use your standard log-in and password for DRX and follow the prompts. These digital SOAs require a signed acknowledgement from the beneficiary and from the agent. You can find an instructional video here on YouTube. For more details, see our Enrollment FAQ on the Molina Agent Center.

Telephonic: The SOA may be completed by phone. Call Broker Services at (844) 885-3948 and tell the coordinator you want to complete a telephonic SOA. They're open from 6:00 AM to 6:00 PM Mountain time, M-F. It takes about five minutes to complete, and the agent will receive a confirmation email. For more details, see our Enrollment FAQ or Telephonic SOA & Enrollment Process for Brokers on the Molina Agent Center.

Paper: Paper SOA forms are available on the Molina Agent Center. Once completed, agents must keep a copy for their records for 10 years. The completed form may be:

- Faxed along with the enrollment form to (844) 541-6848.
- Or mailed with the enrollment form to this address:

For all plans *except* Passport-KY	For Passport-KY
Molina Healthcare ATTN: Membership Accounting P.O. Box 22800 Long Beach, CA 90801-9945	Passport Health Plan ATTN: Enrollment 5100 Commerce Crossings Dr. Louisville, KY 40229-9809

Appointments

When scheduling an appointment, agents may obtain the client's permission to email them the enrollment kit. Agents may instead mail these materials to the client's home.

You're encouraged to keep a record of the materials you have mailed to each client, along with any postage receipts.

SALES PRESENTATION

Telephonic

Call the prospect at the agreed-upon time. Identify yourself and the purpose of your call.

The new CMS disclaimer requirement mandates that all agents make the following statement within the first minute of a sales phone call.

> *"We do not offer every plan available in your area. Currently we represent [insert number of organizations] organizations which offer [insert number of plans] products in your area. Please contact Medicare.gov, 1–800–MEDICARE, or your local State Health Insurance Program (SHIP) to get information on all of your options."*

If the TPMO sells for all MA organizations and/or Part D sponsors in the service area, the disclaimer consists of the statement:

> *"Currently we represent [insert number of organizations] organizations which offer [insert number of plans] products in your area. You can always contact Medicare.gov, 1–800–MEDICARE, or your local State Health Insurance Program (SHIP) for help with plan choices."*

Confirm with the prospect that they have received the marketing materials you sent them. Ask them to keep them open while you're talking, so they can refer to them.

Follow the CMS presentation/script, including the following, as applicable:

- Go over the enrollment kit materials, especially the Summary of Benefits
- Share the plan's Star Rating
- Offer to look up their medications in the plan's Formulary
- Offer to find their PCP and other care providers in the Provider Directory
- Invite the person to enroll with Molina Healthcare

In-person

Identify yourself and the purpose of your meeting. The new disclaimer requirement does apply to and must be used when communicating in person.

Share the enrollment package with the client. Conduct your CMS-approved presentation, including the following, as applicable:

- Go over the enrollment kit materials, especially the Summary of Benefits
- Share the plan's Star Rating
- Offer to look up their medications in the plan's Formulary
- Offer to find their PCP and other care providers in the Provider Directory
- Invite the person to enroll with Molina Healthcare

COMPLETION OF APPLICATION

Electronic

DRX/Connecture is the best tool for completing an enrollment online. It provides free call recording, retention, eligibility confirmation for Medicare and most Medicaid states, digital SOAs, and the fastest enrollment processing possible. Please use your standard log-in and password for DRX/Connecture and follow the prompts. The online enrollment replaces the need for the paper enrollment form. You can print a confirmation for the applicant using the print option. If you provided the applicant's email address, DRX/Connecture can email a confirmation to the applicant, as well.

If a member prefers to complete their own enrollment online, the broker can find the personalized shopping link in the account overview section. The broker will receive credit for that online enrollment. In DRX/Connecture, you can view the new member's plan information. You can also download a copy of the completed application from the new member's profile page for your records.

Telephonic

To accommodate situations where the broker cannot physically meet with the beneficiary, Molina offers an alternative to a paper application or electronic enrollment, the telephonic enrollment. **All telephonic enrollments must be recorded.** Please see this tutorial on how to record. Training sessions are also available from your Broker Channel Manager.

The broker will upload the completed Telephonic Enrollment Submission form into Callidus and will need to call the Broker Services Unit at (866) 714-8996. They're open from 6:00 AM to 6:00 PM Mountain time, M-F. The BSU will assist them in completing the telephonic enrollment on a recorded line. A job aid is available for the telephonic enrollment process on the Molina Agent Center.

In-person

The paper enrollment forms are found in the back of each enrollment kit. The Scope of Appointment form should already have been completed and dated in the 48-hour window before in-person enrollment. Confirm proof of their Medicaid eligibility (if applicable). An Authorization of Representative (AOR) form should be completed, if necessary. Upload documents to Connecture for quick enrollment processing and to proactively avoid request for information (RFIs) scenarios.

When you and the beneficiary have completed all the paperwork:

- Remind them to call you if they have any questions
- Share your contact information and invite the new member to recommend you to others
- Congratulate them on their decision!

Option to Complete Health Risk Assessment (HRA)

We strongly encourage all agents who are contracted and ready to sell for 2024 to complete an HRA at the point of sale. Those agents completing HRAs on the member's behalf should encourage the member to complete the survey in its entirety, encouraging the member to put unsure/decline language if they do not have access to or don't feel comfortable providing any information. There are five possible HRA forms to choose from on the Molina Agent Center under Reference Materials>Forms; be sure to choose the version appropriate to each situation.

To submit the HRA:

- Email is permitted by using the subject line **Secure Broker Sales Medicare HRA** and emailing to MolinaBrokerHRA@molinahealthcare.com
- USPS mail may be used by mailing it in the standard, CMS-approved, prepaid envelope

The HRA option is only available for new Molina Medicare enrollments. It may be completed at any time, but we strongly encourage its completion and submission at the time of enrollment. For agents eligible for an HRA payment, remember that the payment is only available when the enrollment form is completed/submitted prior to the effective date of the beneficiary. The form must be completed to its entirety to receive credit for the HRA. For more information, please refer to the HRA Completion and Training Guide on the Molina Agent Center.

SUBMISSION OF APPLICATION

When you are ready to submit the enrollment package, there are several methods you can use. **Emailing applications is not permitted.**

1. DRX/Connecture may be used for electronic submissions. This is the preferred method of enrollment. Connecture has a link on the Enrollment Confirmation page to Icario, Molina's digital HRA system. If you've completed a new member's HRA, please upload it here along with the application.
2. **Fax** paper enrollments to the Molina Medicare enrollment fax line at **(844) 541-6848.** Remember to place a cover sheet on top to ensure PHI is protected.
3. **Agency tool:** Your agency/employer may also provide a Molina-approved tool to submit your enrollments. Please check with your agency on other tools that may be available for you.
4. **U.S. Mail:** Once completed, agents must keep a copy for their records for 10 years. The completed form may be mailed with the SOA and any other forms to this address:

For all plans *except* Passport-KY	For Passport-KY
Molina Healthcare ATTN: Membership Accounting P.O. Box 22800 Long Beach, CA 90801-9945	Passport Health Plan ATTN: Enrollment 5100 Commerce Crossings Dr. Louisville, KY 40229-9809

All enrollment submissions must be made no later than two (2) calendar days of the application signing date. Enrollment applications must be fully completed, including signatures and dates. Broker Services will send a confirmation email for every successful receipt of a paper enrollment sent to the Molina Medicare enrollment fax line.

CANCELLATION OR DISENROLLMENT

Enrollment Cancellations

- A prospective member or their legal representative may request to cancel their enrollment application for any reason **prior** to the effective date of coverage.
- If a prospective member requests to withdraw their enrollment application prior to submitting the application, **you must still submit the application to Molina Medicare**. You will then need to contact Broker Services to request that the enrollment be canceled. Do not mark, write on or alter the application to indicate the member wants to cancel the enrollment. If an enrollment is submitted and later canceled or withdrawn prior to it effectuating, it will not report as the SEP used for that quarter.
- To forward a request from a prospective member or their authorized representative to cancel an enrollment, please email Broker Services at: MCREnrollment@MolinaHealthcare.com.

Request for Disenrollment

Disenrollment requests made to Molina Medicare must be in writing. The member must have a valid SEP to disenroll from the plan.

A member may request disenrollment from an MA plan by:

- Enrolling in another plan (during a valid enrollment period)
- Emailing signed written notice to MCREnrollment@MolinaHealthcare.com
- Faxing a signed written notice to Molina Medicare at (562) 495-1726
- Calling 1-800-MEDICARE

WHAT NEW MEMBERS CAN EXPECT

Acknowledgment of Enrollment Letter

Within 10 business days of receiving an enrollment request, we'll send the enrollee a letter confirming we received their application.

Confirmation of Enrollment Letter

Within 10 business days after CMS approves their enrollment, the new member will receive an enrollment confirmation letter. The member should keep this letter for their records as it may be used as proof of coverage until the member receives their Member ID card.

Informational Resources

These are available immediately for members to watch to help answer any questions about how Molina and Medicare work. Visit our YouTube page to see these videos and many more. Members can also find the videos in the MyVideos section of the newly upgraded MyMolina member portal.

Member Videos	Helpful Websites
Molina Medicare: Medicaid Dual Eligible - How to begin using your plan	Molina Healthcare YouTube Channel
Molina Medicare Advantage: How to begin using your plan	Molina Staying Healthy
Molina Medicare: Health Insurance Terms	Be Prepared for a Disaster
Molina Medicare: Parts A, B, C, D	Molina Help Finder
Molina Medicare Advantage: Getting Started	*New* Managing Hypertension
Molina Caregiving for Medicare	
MyMolina App	
Member Testimonials	
New Care Connections	
Videos Coming Soon	
New Member Training *(12/2023)*	
Understanding Your MyChoice Card *(10/2023)*	
Understanding Prior Authorizations *(12/2023)*	
How to Get Durable Medical Equipment (DME) *(12/2023)*	

Member ID Card and Welcome Kit

The member should use this ID card whenever they need medical services. The Welcome Kit is for new members only and contains the Quick Start Guide and other useful information, like member onboarding videos and how to access:

- Evidence of Coverage
- Drug Formulary
- Provider and Pharmacy Directory

Dental Member ID Card

Some Medicare plans offer network dental services. Member of those plans will receive a dental ID card in the mail. The member should use this card to access plan-covered, supplemental dental services. Other plans cover dental services by loading a set amount per plan onto the member's MyChoice card. Please be sure your enrollee knows which way to expect their dental benefits.

MyChoice/Healthy You Flexible Debit Card*

All members receive this debit card, automatically loaded with an amount varying by plan type. They get to choose how to spend this amount in a variety of plan-approved supplemental benefits. A new video about how to use their flexible debit card will be available by October 10. *This card is called Healthy You for members of Senior Whole Health plans.

MyMolina Member Portal

Important upgrades were made to the MyMolina member portal this year. The new portal includes single-sign-on to CVS for medications and two-way communication with Molina. It also contains a MyVideos section, claims status and a spotlight on what's new and important. Quarterly newsletters will be sent to members highlighting the exciting new features. The MyMolina app is also available to members. A member training video on the new portal will be available in late Q4 in time for the new plan year.

Welcome Call

Over the first several weeks, a representative from our Concierge Onboarding Team will call and welcome the member and answer any questions they have. We will confirm their Primary Care Provider (PCP). We may also set up a welcome visit with our Care Connections team. This one-hour visit can be done at their home or on a telehealth video call. A new asset outlining what to expect from Concierge and companion pieces about Care Connections and Nurse Practitioners will be available in the fourth quarter.

During the welcome call, they will:

- Review their plan benefits
- Help ensure their PCP and other providers are in-network
- Discuss how to access special supplemental benefits for the chronically ill (SSBCI)
- Review their current prescription coverage and other needs
- Go over their OTC benefit
- Set up their Care Connections appointment with our Nurse Practitioners
- Complete their Health Risk Assessment (if not already completed)
- Revisit online resources (like MyMolina App and MyMolina.com portal on the web) so they get the most out of their Molina experience

Care Connections

New members will receive a visit from one of our Care Connections Nurse Practitioners, who will:

- Review their health history
- Conduct a wellness checkup
- Create an access plan for the care and services they need
- Find them a new PCP (if needed)
- Schedule their first provider visit and arrange transportation
- Share this information with their doctor to ensure they receive the best care
- Get the right help at the right time, including helping them download and use helpful resources

REMINDERS

Ready to Sell

All agents must be licensed and appointed, per applicable state guidelines, and successfully completed all trainings prior to marketing Molina Medicare products.

Pre-AEP

From October 1-14, **agents may:**

- Meet with beneficiaries
- Assess their needs
- Go over changes to the plans and new options
- Make sales presentations
- Offer recommendations for coverage to meet their beneficiaries' needs
- Return on October 15 to complete an enrollment application

From October 1-14, **agents may not:**

- Encourage completion of the application
- Solicit, accept, take possession of, or "hold onto" any applications for the next plan year before AEP starts on October 15

If Molina receives any 2024 applications prior to October 15, we can accept the application.* If we receive any applications that come in on or after October 15 but have a pre-October 15 date on them, we can accept them.* ***If an agent's name is on that application under either circumstance, that agent will be investigated, per CMS guidelines.**

Submissions

Applications must be submitted within two (2) calendars days. Applications received at the end of the month – 28, 29, or 30 – must be submitted before or on the last day of the month.

Working Smarter

Go paperless. Use DRX/Connecture free of charge.

- Compliant functionality to record meetings and retain recordings
- Compliant long-term storage for SOAs and HRAs
- Compliant transmission and storage of PHI
- Immediate verification of election period eligibility
- Faster than preparing and sending paper applications
- More accurate than completing paperwork
- Faster and more accurate entries result in faster processing, payments, and more time helping clients

Utilize your Broker Portal.

- Easily find and track your records
- Use the assets and tools to grow your book of business

Take advantage of the dozens of resources available to agents on the Molina Agent Center, including materials on training, enrollment, marketing, and CMS. Molina agents can also find a variety of training programs on Products, DRX/Connecture, Overcoming Objections and more, by browsing the Sales Training Curriculum on SharePoint.

Compliance

All agents contracted with and employed by Molina Healthcare are bound by the following compliance documentation/guidelines and all other applicable state and federal laws.

- Molina Healthcare Code of Business Conduct and Ethics
- Molina Compliance and Fraud, Waste, and Abuse (FWA) Plan
- Compliance/FWA Policies and Procedures
- Molina Healthcare Nondiscrimination Notice
- The Health Insurance Portability and Accountability Act (HIPAA)
- The Medicare Communications and Marketing Guidelines (MCMG)
- CMS Federal and State Regulations

As an agency and producer contracted with Molina Medicare, you are required to prevent and report suspected or actual noncompliance and/or fraud. You can report suspected or actual noncompliance or fraud, waste and abuse by either calling Molina Healthcare AlertLine or using the AlertLine web link below.

Molina Healthcare AlertLine is an external telephone and web-based compliance hotline hosted by NAVEX Global. AlertLine is available 24 hours a day, 7 days a week, and 365 days a year. When you make a report, you can choose to remain confidential or anonymous.

To report a problem by phone, call: Molina Compliance Hotline (866) 606-3889	To report an issue online, visit: MolinaHealthcare.AlertLine.com

CONTACT INFORMATION

For information and assistance, please contact us at:

Medicare Broker Services Unit (BSU)
(866) 440-9788
Hours: Monday to Friday
6:00 AM-6:00 PM Mountain Time
MCREnrollment@molinahealthcare.com

Molina Member Services (all plans)
Hours: Monday to Friday
7:00 AM-7:00 PM local time

For a full list of each plan's Molina Medicare Member Services' phone numbers, visit the Molina Agent Center.

MOLINA HEALTHCARE