



BenefitsCheckUp Promotional Tool Kit

**For broker use only. Not for distribution to beneficiaries.
Coventry data classification: internal use only.**

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Introduction

Through our partnership with the National Council on Aging, Coventry Health Care is pleased to provide access to BenefitsCheckUp, a very useful tool for both you and your clients. The tool helps Medicare beneficiaries find and apply for valuable, money-saving assistance programs. Coventry's BenefitsCheckUp site has identified millions of dollars worth of benefits for seniors. You can use BenefitsCheckUp to strategically attract prospects, especially LIS beneficiaries, and generate sales. With changes in the Medicare benefit landscape, extra assistance like BenefitsCheckUp adds a personal, caring touch to prospective members, as well as the potential to boost sales and generate additional leads from referrals.

This Tool Kit will help you make the most out of BenefitsCheckUp and includes:

- **Tip Sheet** – This is for your use only and should not be distributed to beneficiaries. It will walk you through the process of how to complete a BenefitsCheckUp screening on behalf of a beneficiary.
- **Marketing Materials** – This includes a Coventry and CMS-approved flyer and postcard that you can use to help you reach prospects and generate leads.
- **Plan Contact List** – Contact your local plan for access to the marketing materials and for hands on support with successfully using this tool as a part of your sales process.



How to Complete a BenefitsCheckUp Screening for a Beneficiary

1. Before you start, make sure the beneficiary has this information on hand:

- ZIP code
- Date of birth for self and spouse
- Type of residence (house, apartment, or mobile home)
- Length of time in current residence
- Veteran status for self and spouse
- Employment history (specifically, whether or not the person ever worked for the state, local, county, or federal government or the railroads) for self and spouse
- Names of prescription medications (we recommend having the prescription bottles or information available about the person's medications from their health professional)
- Current income and assets from all sources for self, spouse and others in the household
- Estimates of current expenses (such as mortgage/rent, utilities, out-of-pocket medical bills, expenses for caring for someone at home while the person works or goes to school, etc.)

2. Go to **www.BenefitsCheckUp.org/Coventry**

3. Click "**Find Benefits Programs**"

4. Click on "**Go**" under either the "**Express Screening**" or the "**Comprehensive Screening**" – the Comprehensive Screening could identify more benefit programs, but will take longer

5. **Complete the questionnaire** – You do not need to answer every question, but the results will be more accurate if you provide complete information.

6. Click on "**View and Print Report**"

Note: Information entered into the site will not be saved. As a result, if you exit the site before you complete a screening, your information will be lost and you will need to start over.

BenefitsCheckUp Flyer

You can access this flyer on the broker portal under the Marketing & Advertising materials or by contacting your local Coventry plan.



COVENTRY Health Care **Benefits CheckUp**

Get help paying for your prescriptions, energy bills, taxes and more.

Coventry Health Care has partnered with the National Council on Aging to provide beneficiaries with access to BenefitsCheckUp, a web-based tool that can help you determine if you may be eligible for programs that can assist with your expenses.

There are more than 1,500 local, state and federal programs available to qualified individuals that can help you with:

- Medical costs
- Prescription drug
- Heating/rent
- Meal programs
- Home services
- Home services

However, it can be difficult to find these programs and get the forms you need to apply to receive these services. Through BenefitsCheckUp, you can complete just **one confidential questionnaire** to determine what you may be eligible to receive. In addition, you will be provided with a personalized report that you can print, which tells you exactly how and where to apply for these programs.

Completing the BenefitsCheckUp questionnaire only takes a few minutes. It is available to you at no cost and your answers are always private. If you don't have a computer at home, visit a local library or a senior center that has computers or ask a trusted friend, relative or family member to help.

Coventry Health Care is a Medicare Advantage organization with a Medicare contract and a Medicare-approved Part D sponsor with a Medicare contract.

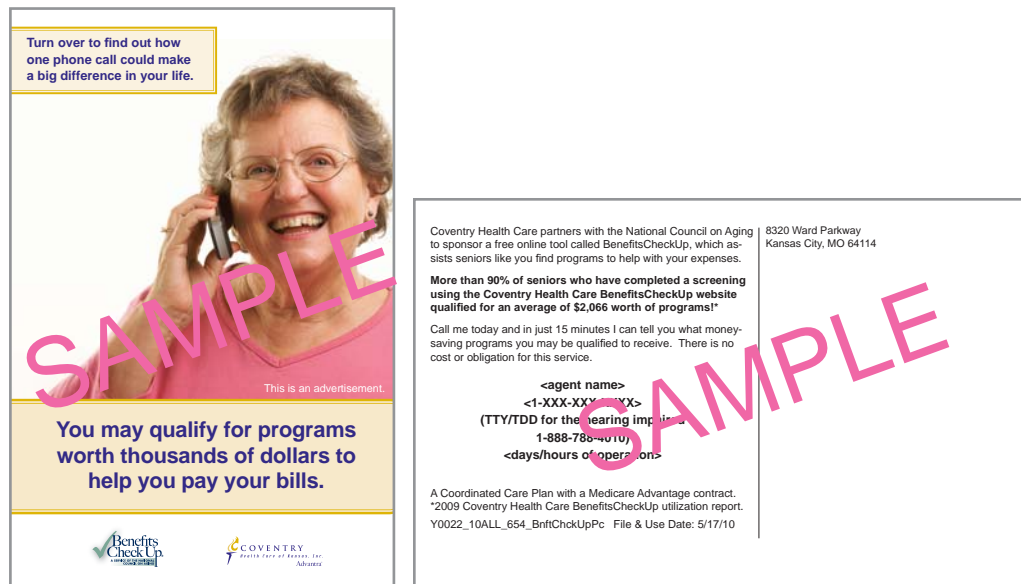
The products and services described above are neither offered nor guaranteed under our contract with the Medicare program. In addition, they are not subject to the Medicare appeals process. Any disputes regarding these products and services may be subject to the Coventry Health Care grievance process.

M0003C0002_10All_414_BCU (11/16/2009)

Go on-line today to find out if you qualify for programs to help you pay your bills!
www.BenefitsCheckUp.org/Coventry

BenefitsCheckUp Postcard

You can access this postcard and have it personalized for you by contacting your local Coventry plan.



Turn over to find out how one phone call could make a big difference in your life.

You may qualify for programs worth thousands of dollars to help you pay your bills.

This is an advertisement.

Coventry Health Care partners with the National Council on Aging to sponsor a free online tool called BenefitsCheckUp, which assists seniors like you find programs to help with your expenses.

More than 90% of seniors who have completed a screening using the Coventry Health Care BenefitsCheckUp website qualified for an average of \$2,066 worth of programs!*

Call me today and in just 15 minutes I can tell you what money-saving programs you may be qualified to receive. There is no cost or obligation for this service.

**8320 Ward Parkway
Kansas City, MO 64114**

<agent name>
<1-XXX-XXX-XXXX>
(TTY/TDD for the hearing impaired)
1-888-780-4010
<days/hours of operation>

A Coordinated Care Plan with a Medicare Advantage contract.
 *2009 Coventry Health Care BenefitsCheckUp utilization report.
 Y0022_10ALL_654_BnfChkUpPc File & Use Date: 5/17/10

Benefits CheckUp **COVENTRY Health Care**

Coordinated Care Plan (CCP) Broker Specialists and Sales Leaders

Plan	Broker Specialist	Phone	email	Sales Leader	Phone	email
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