



Coventry Health Care 2010 **Telephonic Enrollment Process**

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Viewing an On-demand Presentation

Let's quickly review system requirements for viewing this presentation:

Requirement	Minimum Acceptable
Supported Browsers	<ul style="list-style-type: none">Internet Explorer 6 or 7*Firefox 2.0Safari 3.0
Browser Settings	<ul style="list-style-type: none">Allow Pop-upsEnable Java ScriptEnable Cookies
Flash Player	Adobe Flash version 6.0 or higher
Recommended Screen Size	1024 x 768 pixels
Bandwidth	56kbps standard presentation 100kbps for Video Slides

Note: This presentation has audio, so make sure your speakers are turned on.

* recommended



Dedicated Telephonic Enrollment Line

The agent, the beneficiary or authorized representative may call the dedicated telephonic enrollment line:

1-866-520-4959

Hours of Operation:

8:00 AM to 8:00 PM, Local Time, Seven (7) Days a Week

When the in-person sales presentation is completed and the beneficiary or beneficiaries (or the authorized representative) has agreed to enroll in one of Coventry's products, then the enrollment process may begin.





When to Use the Telephonic Enrollment Line

The telephone enrollment center's function is strictly to accept enrollment information over the phone to complete an application. If you have questions or require assistance regarding the status of an application, commissions or other issues please contact the Medicare Broker Services Unit at:

1-866-714-9301 or email BrokerSupport@cvty.com

For online application status, log in to App Tracker via the Broker Portal.





“Be Prepared” – Important Reminders

- Read the terms and conditions of enrollment with the new member(s); complete the necessary paperwork, and answer all questions the beneficiary has **before** calling the telephonic enrollment line.
- The Enrollment Representative will provide an Application Tracking Number (ATN) at the conclusion of the enrollment. Be sure that the beneficiary has paper and is prepared to write it down.
- If more than one person will be enrolled during the call, please let the Enrollment Representative know at the beginning.
- Let the Enrollment Representative know which product the member has chosen to enroll at the beginning of the call and have your Agent Writing Number (AWN) available for the operator.



Here is What to Expect

The call is answered by an Interactive Voice Response (IVR) system, which greets the caller and advises that the call may be monitored or recorded for quality purposes.

The caller will have 2 choices:

PRESS 1: *“If you are calling from Alabama, California, Georgia, Florida or Texas, please press 1.”*

PRESS 2: *“If you are calling from any other state, please press 2.”*



What Happens After the Call is Answered

At the beginning of the call the Enrollment Representative will:

- Greet the caller;
- Ask the type of product the beneficiary wishes to enroll in;
and
- Gather all the information from the agent to complete the application, including the Agent Writing Number.



The Telephonic Enrollment Representative

The Enrollment Representative **is allowed** to:

- Gather the information necessary to complete the enrollment application.
- Provide general benefit information to the member.

The Enrollment Representative is **NOT allowed** to:

- Compare one plan to other plans available or Coventry benefits to benefits of other companies.
- Speak with anyone other than the beneficiary or authorized representative **during the recorded enrollment verification portion of the call.**





The Telephonic Enrollment Representative

The Enrollment Representative is able to process multiple applications on the same call (i.e., a husband and wife).

The agent should advise at the beginning of the call if more than one person will be enrolling during the call.

- The Enrollment Representative will speak only with the beneficiary or member's authorized representative **during the recorded enrollment verification portion of the call.**
- The Enrollment Representative will advise the beneficiary that they will be contacted within 15 days to complete a verification of their enrollment.



If Electronic Funds Transfer (EFT) is Selected as Form of Payment

If the beneficiary wants to select EFT as form of payment:

- The Enrollment Representative will indicate EFT as form of payment.
- The application will be processed through the Coventry Enrollment Department. Coventry Enrollment Department will mail the necessary documents to the member in order to process their EFT as form of payment of their monthly premium.

Enrollment Representatives are not allowed to ask for banking or financial information over the phone.



Disclosure Information & Terms and Conditions

The Enrollment Representative will read all the terms and conditions, as well as all disclosures verbatim as they appear on the Enrollment Application. Then he or she will ask:

“Mr./Mrs./Ms. (last name), do you understand the terms of enrollment I just read to you? “

(Representative must get a clear affirmative “YES” response)

If “NO” is the response given by the beneficiary or authorized representative, the Enrollment Representative reviews Terms and Conditions again and asks the member if they understand.

If “NO” a third time – The Enrollment Representative is trained to provide a “Courtesy Close” for incomplete enrollment.





The Script: Close if Enrollment Not Complete

“Mr./Mrs./Ms. (last name), we know you have many choices in health care and we appreciate that you are considering Coventry Health Care as your health care company for 2010.

Your agent will be happy to answer any questions you may have and also explain the terms and conditions of your enrollment. Once you are ready to complete your enrollment, please call our telephonic enrollment center and one of our representatives will be happy to assist you.

Thank you, Good bye.”

<End call>





Concluding a Successful Enrollment

“I’d like to give you the Application Tracking Number to confirm that your application has been submitted.

Your Application Tracking Number is _____. Would you like me to repeat that number?

“Mr./Mrs. (last name), we know you have many choices in health care and we appreciate that you have chosen Coventry Health Care as your health care company for 2010.

Thank you.”

<End call>





Enrollment Contact Support

Advantra®Rx Enrollment: 1-800-882-3822

Advantra® Enrollment: Call telephone number indicated on Enrollment Application or visit www.cvty.com for additional information.

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