

Humana's Marketing Resource Center

Humana

FAQ ABOUT WHAT'S NEW!

What is it and why is it important?

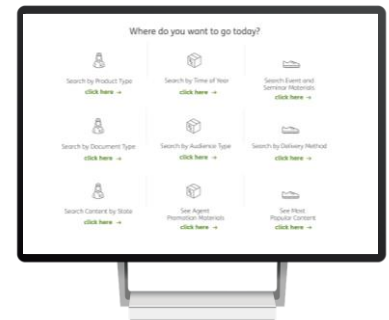
- The Marketing Resource Center (**known as the MRC**) is Humana's one-stop-shop for agents to **access compliant marketing materials** to help grow and retain their Book of Business.
- It works! Agents that used MRC pre-approved materials **generated 2X more applications** than agents that didn't in 2018.¹ Make the most of your selling season by logging in today!



¹Avg Humana MA & CarePlus applications for agents that were active & certified (as of 6/3/2019) AND downloaded Medicare content from the MRC (Sep 2018-May 2019) VS. Avg Humana MA & CarePlus applications for agents that were active and certified AND did NOT download Medicare content from the MRC.

What is so new about the MRC? Has anything really changed?

- **Yes! Most noticeable, you can find what you need in seconds flat:** With a new interactive menu, find what you need in seconds – search by product, document, consumer type and more! Or search by keyword in the search bar – the choice is yours.



What is available in the MRC?

- **Audience-specific materials:** Age-ins, Switchers, New to Medicare, Veterans, Dual-Eligibles, etc.
- **In-language materials:** Spanish, Chinese, Korean
- **Seminar invitations:** Your Humana sales representative can customize these for you*
- **Event materials:** Banners, A-frame signs, table clothes, pen giveaways, etc.
- **Campaign materials:** \$0 Premium, Humana Go365, Humana Pharmacy

How do I log in?

The MRC is available under the Sales and Marketing tools section in Vantage.

Step 1

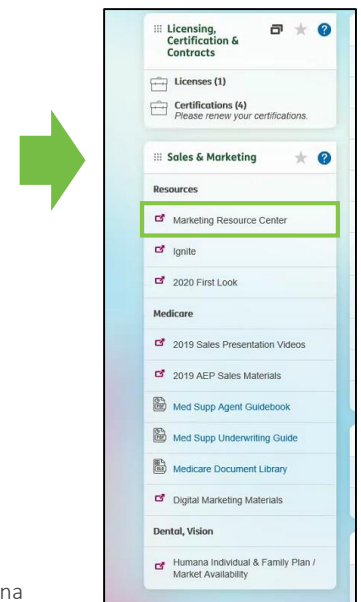
Sign into Vantage

- Click 'Sign In' on Humana.com
- Select Agents and Brokers
- Select Vantage Retail Business Portal

Step 2

Click Marketing Resource Center in the Sales & Marketing column

*Agents must be authorized to conduct seminars on behalf of Humana. Please reach out to your Humana representative for more information.



Can I personalize materials? You bet!

It's simple to add your personal information to most Humana marketing materials.

1. Select the item topic you wish to customize
2. Select the document type you would like
3. Choose "Customize & Download" or "Order"
 - If you want to print them yourself, select Customize & Download
 - If you wish to send materials directly through the MRC, have them printed and sent to you, select "Order"
 - *Note: If "Order" is not an option, the piece is only available as a download to your computer*
4. Complete all required agent information
5. Select the image to preview your customizations
6. If you are downloading, select "Download" or "Next Step" – you're finished!

What if I am ordering personalized materials?

Follow the steps above, then

1. Choose the image to preview
2. Select the box next to "I approve my customizations"
3. Select "Done"
4. Once you've approved, select "Next Step"
5. Now you can decide where to send materials
 - Once you've added recipients, select "Next Step"
6. Ensure all order details are correct and then choose "Add to Cart"
7. Purchase your order—you're finished!

You can personalize MRC materials by adding your:

- Name
- License number
- Phone number
- Phone number for Spanish-speaking clients
- Hours of operation
- Web address or email
- Agency logo

Note: You may only customize information as indicated on the form in order to remain compliant with CMS guidelines.

Can I order materials in bulk?

Yes! The MRC contains hundreds of pre-approved marketing materials that can be downloaded or ordered in bulk.

When I can use the MRC materials?

AEP materials are only for use between 10/1 –12/7

× Dissemination or mailing of these materials before October 1 or after December 7 is prohibited by the Centers for Medicare & Medicaid Services (CMS) and the agent's contract with Humana.

Make sure the latest document from the MRC is being used

✓ Download each time you use a document. Required disclaimers change from time to time, so be sure you have the most recent version.