

[Coventry] Call Center Inbound Telephone Script MAPD – Sales and Marketing

- **Introduction**

- Greet the prospect. - *[Hello, How are you today?]*
- Caller identifies self and company - *[Thank you for calling <company/agency name>. My name is _____. In case we get disconnected, may I please have your name and telephone number. How may I help you?]*

- **Caller wants information about Advantra Freedom>:**

Privacy Statement: *You are not required to give any information other than contact information and the information you provide will not affect your ability to enroll in one of our plans.*

- **Qualify**

- Verify if they are a current member of the Advantra Freedom plan.
 - If yes, give the caller the customer services 800 number and the TDD 800 number or assist in transferring the call.
 - If no – continue.

- Verify Eligibility

Ask if prospect has Medicare A and B currently or if becoming eligible for Medicare

If yes, continue:

Advise prospect when enrolling in a MA or MA-PD plan must continue to pay Part B premium [as well as any monthly plan premium]

If no, end call

Advise caller they must reside within the plan service area to be eligible to enroll - (provide county listing).

Ask if prospect lives in the plan service area

If yes, continue

If no, end call

Ask if have ESRD:

If yes, ask if prospect received a successful kidney transplant

If yes, continue

If no, explain that beneficiary is not eligible to join a Medicare Advantage plan if currently receiving renal dialysis, end call

- Inquire about current coverage
- Inquire if coverage is provided by a former or current employer
- Inquire if prospect has interest in Advantra Freedom Medicare

Advantage Private Fee-for-Service products

Overview

A Medicare Advantage Private Fee-for-Service plan works differently than a Medicare supplement plan. Your doctor or hospital must agree to accept the plan's terms and conditions prior to providing healthcare services to you, with the exception of emergencies. If your doctor or hospital does not agree to accept our payment terms and conditions, they may not provide healthcare services to you, except in emergencies. Providers can find the plan's terms and conditions on our website at: www.advantrafreedom.com.

- Provide highlights of plan benefits and features
 - High level information only on plans:
Freedom 1, 2 and 3 are MA only plans that do not include Medicare prescription drugs coverage Freedom 4, available in NY only, includes Medicare prescription drug coverage.
 - *If you would like detailed benefit information we can schedule a home visit, RSVP for Seminar or send packet of information.*

Questions about plan

- Respond to any questions or requests
- Note prospects specific areas of interest
- Ask if would be interested in a Home Visit
 - If yes – schedule visit
- If not, ask if they would be interested in attending a sales seminar where sales representatives will be there with information and applications.
 - If yes – RSVP prospect. Inquire if member needs special accommodations.
 - If not, ask if would be interested in receiving a packet of information or log onto web site for plan information at [www.advantrafreedom.com]

• Conclusion

- Privacy Statement: *You are not required to give any information other than contact information and the information you provide will not affect your ability to enroll in one of our plans.*
- Verify the prospects name, address and phone number
- Confirm the date and time of the Home Visit or Sales Seminar, if set
- Queue proper activity for information in system, if requested
- Explain that a State Licensed Sales Representative will:
 - i. Lead the Home Visit or Sales Seminar
 - Ask if special accommodations are needed if attending a sales seminar*
 - ii. Follow-up on the requested information
- Again, Thank the prospect for calling

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