

## [Coventry] Call Center Outbound Telephone Script MAPD

- **Introduction**

- Greet the prospect. - *[Hello, How are you today?]*
- Caller identifies self and company - *[My name is <insert name> I with <company/agency name> ]*
- Identify the reason for call - *[I'm calling you today to tell you about <Advantra Freedom, a Medicare Advantage Private Fee-for-Service plan offered through Coventry Health Care, Inc owned companies.>]*

- **Qualifying**

- 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.*
- Is it alright if I ask you a few questions about your Medicare?*
  - If no, end call*
  - If yes, 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 is 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 Medicare Advantage products

- **Overview**

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*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](http://www.advantrafreedom.com).*

- - Respond to any questions or requests
    - Provide high-level information only on plans [< Freedom 1, 2 and 3 are MA only plans that do not include Medicare prescription drug 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
    - Note prospects specific areas of interest
  - Ask if would be interested in a Home Visit presentation
    - If yes – schedule visit
  - If not, ask if would be interested in attending a sales seminar where sales representatives will be present 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 website for plan information at [[www.chcadvantra.com](http://www.chcadvantra.com)]
- **Conclusion**
  - Verify the prospects name, address and phone number
  - Confirm the date and time of the Home Visit or Sales Seminar, if set
    - Ask if special accommodations are needed if attending a sales seminar*
  - Explain that a licensed sales representative will:
    - Lead the Home Visit or Sales Seminar
    - Follow-up on the the requested information.
  - Thank the prospect for their time