

brokernews

Your source for Aetna Medicare broker news and information

March 21, 2023



March is National Nutrition Month®: [Tips for eating healthy on a budget](#)

New and noteworthy

Encourage your clients to make their voices heard if they receive the CAHPS® survey

Every March, the Centers for Medicare & Medicaid Services (CMS) begins mailing a survey, called the Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey. It's sent to a random sampling of health and prescription drug plan members each year and can ultimately impact our Star Ratings. [Click here to learn more.](#)

Medicaid disenrollment freeze ends March 31

[Soon all states will resume the Medicaid redetermination process.](#) At the beginning of COVID-19, state Medicaid agencies either paused eligibility reviews or stopped disenrollments so those with benefits could keep them. Each state has developed their own plan for when they will resume renewal activities. When engaging your dual clients, remind them to update their contact information with their state Medicaid agency. This will ensure they'll receive their Medicaid renewal information. [Learn more.](#)

Marketing



Sign up to attend an online training for the Aetna Medicare Marketing Studio (Studio)

[The Studio](#) is your one-stop online tool for Aetna Medicare marketing materials. [See schedule \(dates and times\) and register for an online training](#) to learn more about how the Studio can help you enhance your prospect and member communications. Training begins on [March 24 and goes through March 31.](#)

New personalized giveaway materials to use at retail marketing events

Retail marketing events are a great way to generate leads in your community. Learn how you can host a retail event and find out how to get retail collateral materials including new giveaways such as customizable hand sanitizers and mint tins. [Check out Retail Roundup to learn more.](#)

Member retention

Get tips to build member relationships during month 3

The [2023 Aetna Medicare member retention playbook](#) gives you outreach ideas to help solidify your relationships with your clients. By increasing your clients' confidence and leading them to information, such as [Resources For Living[®] program](#), you'll generate referrals through your clients' friends and family. Be sure to review what you can do this month to build trust with your members. Remember: [Open Enrollment Period \(OEP\) ends March 31.](#)



Reminder: You can get help from Member Services on behalf of your client

To request help from Member Services on behalf of your client, just call Broker Services at **866-714-9301** and **select prompt 8** to transfer to Member Services. You can change a PCP, inquire about a claim or billing issue, update a mailing address and more.

Sales

Coming soon to Think Agent: Portfolio selling!

In mid-April, we're launching a new version of [Think Agent](#), Aetna's electronic enrollment tool, that will make doing business with Aetna even better! Stay tuned for live and on-demand Think Agent [trainings](#) with information about these exciting enhancements!

Take our survey on plan videos: Your opinion matters!

Did you know that we have plan videos available for most of our MAPD plans? They offer plan-specific data, including benefits and cost information. We believe they're a great resource for both member and prospect, but we'd love to hear your thoughts and how you've been able to use them. [Here's the list of plan-specific landing pages](#) where you can find the videos.



Please take this short survey!

Enrollment and billing

Members who pay premiums with recurring payments no longer receive monthly invoice notices

Effective January 2023, members who have recurring payments are no longer receiving monthly invoices. This only applies to those members who are scheduled to pay "on the 10th of the month" (invoice due date) for an "amount due". These members will be treated like members who pay using automatic electronic fund transfer (EFT). Note that members can go to www.aetnamedicare.com/paybill and change their "payment day" and the "amount to be withdrawn" at any time, which will result in the member going back to receiving invoices.

Silver Mail to sunset April 3

Silver Mail, the secure messaging tool on the SilverScript portal that's used for sending applications and submitting correspondence with Broker Services, is retiring April 3. This means you will no longer be able to upload your SilverScript PDP applications through the SilverScript portal. Instead, you will need to use one of the other electronic submission options including Think Agent, fax (1-866-552-6205) or email (EnrollmentVerification@CVSCaremark.com). If using the email option, please remember to encrypt all emails to protect PII/PHI. If you have questions, contact us at BrokerSupport@aetna.com or **866-714-9301**.

Podcasts

Successful Sales Solutions
Hosted by Matt Feret | A video podcast series for Aetna Medicare sales partners

Think Agent

- (8 min.) [What is Think Agent and how can you start using it?](#)

- (9 min.) [How brokers are successfully using Think Agent for their business](#)
- (10 min.) [The value of Think Agent in completing the health risk assessment](#)

Compliance

Check out the latest issue of Compliance Connection

Topics in this issue of [Compliance Connection newsletter](#) include:

- [Caution to agents: Do not steer clients based on "scheduling fees"](#)
- [Reminder: You can only require a zip code or county, and other location information from clients to review plans](#)



Contact us

Questions? We're here to help

For questions or support, please contact Aetna Medicare Broker Services at **866-714-9301** or brokersupport@aetna.com. You can also contact your [local Aetna Medicare Broker Manager](#).

Producer World Aetna Medicare Marketing Studio

Aetna is the brand name used for products and services provided by one or more of the Aetna group of subsidiary companies, including Aetna Life Insurance and its affiliates (Aetna).

SilverScript is a Prescription Drug Plan with a Medicare contract marketed through Aetna Medicare. Enrollment in SilverScript depends on contract renewal.

Prior to engaging in the sale of Aetna Medicare products, producers must be ready to sell, which means certified, contracted, licensed in the applicable states, and appointed by Aetna in accordance with state law. As permitted in certain states, Aetna will order appointments after the first sale. This communication is intended for use by brokers only and is not intended for distribution to Medicare beneficiaries. Any publication or distribution of this communication to unauthorized recipients without Aetna's approval is prohibited.

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