



August 2023 Announcements

I am hopeful you are having such a wonderful summer! Wishing you joyous adventures and safe travels to, from + in between your holiday vacations, soccer practices, festivities, summer camps, the grocery store and or everyday routine hotspots. We are looking forward to second half of the 2023 selling year and soon sharing the excitement that 2024 will bring. There is still uncharted growth and opportunity in making this year special. With the little bit of extra time and energy this season gives, we must envision and nourish the opportunities we wish to create, today, in order to bear fruit in our tomorrows; a special year is the foundation of what can be an exceptional year. I am here to help every step of the way.

Yesterday was history, tomorrow is a mystery, but today is a gift, that is why it is called "the present". Eleanor Roosevelt

OTC : MA/MAPD members can use allowance at all CVS stores nationwide



Effective July 1, MA/MAPD members (OTCHS) can purchase eligible OTC items in person at **all stand-alone** CVS stores (does not include CVS pharmacies inside Target or Schnuck stores), in addition to ordering items by phone and or online. This is an expansion of +19 stores in Nebraska and +20 in Iowa.

Please share with your clientele. This will make it even easier for members to take advantage of this popular benefit. Members can use the [store locator link](#), or call 1 833-331-1573 (TTY: 711) to find a store as well. See attachments above.



Get a sneak peek at 2024 product & expansion

See new counties and Medicare product options coming for 2024! Just visit <https://firstlook.aetna.com> today and login with your [Producer World](#) username and password. *New plan benefits and structures are tentative until bid is finalized in late August.*

We are hosting in-person 'First-Look' gatherings in both Omaha (FULL) on 8/8 and Lincoln 8/15 to present high-level introduction of the 2024 products. These gatherings do NOT suffice as completion or honor exemption of the mandatory product trainings to be held in September.

2024 sales materials + supplies

Sales materials and kits will be available to order likely the first week (possibly middle) of September. I have not yet received a firm date or timeframe for when pre-order and general bulk orders can be placed, but will provide updates as they are communicated. Plan guides will be available in English and Spanish for 2024!



2024 market specific product trainings (post-certification requirement)

We are diligently working on finalizing the logistics for our market specific product trainings this fall. I will make an announcement once training dates have been posted and are available for you to register via our [Aetna Medicare Agent Training site](#). This is a mandatory training you must attend to be Ready to sell upon completing your 2024 AHIP + certification requirements. We will be hosting several small training sessions from Sept. 18th to Oct. 12th to accommodate for the density of the benefit rollout and to create the best and ideal learning environment. * **The 2023 NE product training listed on our agent training site is a monthly review of our 2023 plan year's benefits- it is not a training for 2024 plans.**

Get certified to sell 2024 MA/MAPD/SNP and PDP products

Visit [AetnaMedicareProducerCertification.com](#) to complete certification for 2024 Aetna MA/MAPD/DSNP and SilverScript PDP products. We've redesigned and streamlined the certification process and compliance trainings to improve user experiences. All agents must complete either the AHIP Medicare training + Aetna core certification modules (x6) **OR** the 2024 Aetna Medicare compliance training (AHIP alternative) + Aetna core certification modules (x6) to be ready to sell 2024 MA/MAPD + PDP products.



If you've already completed AHIP, your results will automatically transfer to Aetna's systems. You will proceed to complete the remainder of the required Aetna core compliance courses (x6): *2024 Individual Core Medicare Requirements, 2024 Individual Core Certification - Mastery Test, 2024 Aetna Individual Medicare Attestations, 2024 Aetna Individual Prescription Drug Plans (PDP), 2024 Aetna Individual MA/MAPD, 2024 Individual Medicare Producer Certification Survey.*

The PDP and MAPD 2024 Certification exams have been recalibrated to require a passing score of 80% instead of 100%, as of 5:00 PM on 7/27/2023. Any user that failed either exam, three times prior to the passing score requirement being updated to 80% will have their account unlocked and will be granted an additional attempt to pass with an 80% or higher. An outreach will be made to impacted agents.



Verify you are Ready to Sell (RTS) for 2024:

Upon completing your AHIP and Aetna core certification requirements, **please check and verify** your ready-to-sell status on [Producer World](#). Producer World's interactive tool shows individual agents and agency principals their ready-to-sell status by product, state and year. Find out whether you're ready to sell 2024 Aetna MA/MAPD/SNP and SilverScript PDP products and where.

Meet Daniel Dupree, local BSD Market Associate and liaison

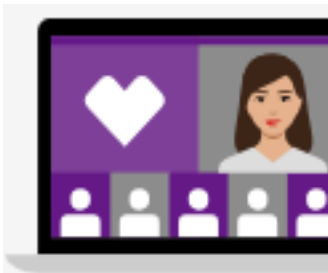


All local market agents have direct access to our Broker Services Liaison, Daniel Dupree (DupreeD3@aetna.com). You are welcome to bypass calling into our national BSD and directly contact Daniel for assistance with broker support and administrative tasks outlined below. Please copy me on communications.

Daniel will not handle member- service issues: Reach out directly to me with member-related cases after you or the member has contacted our Member Services Dept. to initiate resolution.

General items Daniel will be able to assist you with: *Ready-to-sell (RTS) info, Supplies and sales kits, Think Agent, DocFind Provider searches, Producer World & Producer Guide, Status of applications/enrollment, Licensing & appointment info, Certifications, Formulary information, Commission and contracting inquiries, Member ID cards.*

RSVP for virtual & local educational trainings:



The Aetna team offers LIVE product and marketing webinars + local activities each month (filter trainings by selling state(s)). We offer product refreshers, grassroots selling marketing webinars, Aetna tools and resource trainings, Medicare Marketing Studio overviews, and Medicare 101's at your fingertips. Virtual trainings are hosted on Microsoft Teams.

Register at <https://www.aetnamedicareagenttraining.com/>.

***The 2023 NE product training is a monthly review of our 2023 plan year's benefits- it is not a training for 2024 plans.**

Be Local: Aetna's Community Outreach Coordinator & Lead Generator



Tyler Burch, burcht2@aetna.com, is steering community outreach, lead generation and community grassroots activities for the local NE team. Tyler assists YOU in facilitating successful educational, informal, formal sales events and activities; IE monthly bingo prizes, holiday décor, sponsoring health fairs + expos fees, sales presentation materials, birthday cakes, or purple promo. He will help file these outings with CMS for you. Tyler is a great advocate and resource in helping you grow your community footprint and generating leads through outreach initiatives.

Think Agent Enhancements:



- **Video appointments**; Now schedule video appointments right from your Lead! Join the virtual meeting, share your video (if you wish) and Think Agent screen to conduct sales appointments.
- **Meet Agent Ollie**, a wise and friendly owl; but also your helpful guide to navigating the Think Agent Sales component and all-around resource for understanding next steps! Ollie will appear in the Think Agent "Sales" segment and will travel across TA to guide you to recommended actions and learning opportunities - Enhancing your experience in Think Agent! Find Ollie In "Find Plans", as Ollie Recommends Plans too! After enrollment into most plans, Agent Ollie will appear on the confirmation page along with some plans he recommends you/ the member consider reviewing.
- **Portfolio Selling**; Medicare Supplement and ancillary products
- **Add and view drug costs for multiple pharmacies**; Save up to three (3) pharmacies per Lead! When viewing Prescription Costs for an Aetna plan, toggle between these pharmacies to compare costs among each option.

Aetna Medicare Member Wins SilverSneakers Award!



Our Aetna Medicare Advantage member Rita Yetsko won the national 2023 SilverSneakers® Member of the Year Award! The annual award honors a SilverSneakers member who inspires and motivates other seniors through health, physical activity and community.

Rita is 87 years young from Altoona, Pennsylvania. As a self-proclaimed groovy grandma, Rita demonstrates a passion for active aging at The Groove Fitness Studio where she takes Zumba classes through her Aetna SilverSneakers benefit. Learn more about Rita and her inspiring story [here](#). Thanks to everyone who took the time to vote for Rita last month. Your efforts helped Rita rise above her competitors and claim this well-deserved award.

New SilverSneakers Location; Lincoln (NE)

<u>Location Name</u>	<u>Street</u>	<u>City</u>
Anytime Fitness - Lincoln, NE (4900 N 26th St)	4900 N 26th St Ste 106	Lincoln

New Video Podcast series for Brokers: Successful Sales Solutions

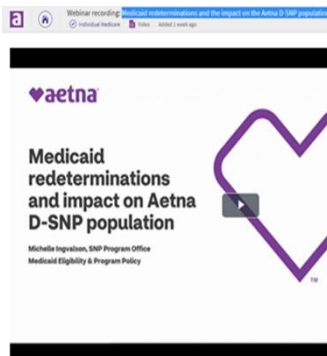


Located in [Producer World](#), we highlight a series of podcasts from external and internal partners on how to adjust our sales efforts to maneuver an evolving industry and cater best to an adaptive and new generation of Medicare eligibles; baby boomers. Our experts cover topics surrounding strategies for social media, how you can influence positive star ratings, member retention best practices, cross-selling, retail marketing, and more.

[Producer World](#) > Individual Medicare > Learn > Video Podcast > Overview;

Link: <https://www.aetna.com/producer/Medicare/podcasts.html>

Medicaid Redetermination / Recertification webinars:



We strongly encourage all partners reference these trainings for background and recommendations on how to best assist dual-eligible (DSNP) members during this time. The state of NE resumed the full recertification process in March 2023. First effective disenrollment dates were May 2023.

Part 1 RECORDED: Medicaid redeterminations and the impact on the Aetna D-SNP population: <https://view.highspot.com/viewer/644985f0c3130463effff5ff>

Part 2 RECORDED: Part 2- Medicaid redetermination: Understanding monthly deeming reports.

<https://view.highspot.com/viewer/647751e18bc321756d621604>