



Feature update

New! Plan naming system

When it comes to Medicare plans, names mean a lot. They tell consumers who we are and what products we offer. We heard from members and agents that our plan names were confusing and used inconsistently across our national footprint. In some cases, plan names even left out one of the most important identifiers for our plans—the use of “UnitedHealthcare” or, now, “UHC.” The current system also resulted in more than 10% of our portfolio requiring plan name changes every year.

That’s why we set out on a journey to create a new plan naming system that is clear, consistent and simple. Consumer, broker and agent feedback and research was a critical part of helping us understand the problem and identify a solution that would create a more consistent and intuitive experience for both members and agents. This standardization also helps set us up for success and plan name consistency in the future as our portfolio of plans continues to grow.

Now, instead of including abstract words like “Plan 1” and “Plan 2” that did little to tell a consumer or agent what to expect out of a plan, you will see a structure that has core elements carried across plan names (a few exceptions apply):

1. Most plan names will start with the carrier brand (e.g., UHC) or in some instances AARP. In the instance of AARP, a UHC reference of “from UHC” will be added after the Product Type to better tie the brands together.
2. Where a partner brand exists, like Sharp, Preferred Care, etc., it will appear after the carrier brand.
3. The next element is the Product Type of Medicare Advantage or Dual Complete.
4. After Product Type is a Plan Identifier using an alphanumeric code that will be unique to each plan.
5. Finally, the plan name will end with the plan type, which is required by CMS.

And for the first time ever, we’re abbreviating “UnitedHealthcare” to “UHC” in our plan names to help reduce space, make it easier to read some of the longer plan names and align to the evolution of our brand.

You’ll see this change in standard Medicare Advantage plans, special needs plans and Part D plans. This change does not apply to our Medicare Supplement Plans which already include reference to AARP, Medicare Supplement and UnitedHealthcare.

To see the new plan names in action, [check out our quick reference guide](#). You will see references on the Enrollment Guide covers as well. If you have questions on your specific plan name changes, please reach out to your market growth manager or market growth director.

Your experience in selling our plans is important, which is why we used feedback from our agent and broker community to help us create this plan naming system. We hope you find it simpler and more

intuitive as you become more familiar with the names and talk with consumers about what we have to offer. Thank you for your support during this transition.

Medicare Advantage news

Updated Agent Guide available on *Jarvis*

The updated Agent Guide is now available in the Knowledge Center. Look for updates in red and be sure to discard previous versions.

The Agent Guide is a comprehensive document that outlines UnitedHealthcare's rules, policies and procedures. It provides you with resources on how to conduct business in an efficient and compliant manner. This guide contains answers to agents' most frequently asked questions when it comes to doing business with UnitedHealthcare.

[Read the Agent Guide](#)

Training update

Ease of access on Learning Lab

Finding key resources is now easier on Learning Lab. Now, when you log in you will see two tabs at the top linking to some of our most popular content.

- 2024 Certification Study Guide: This isn't just for when you are taking your certifications but is a great reference all year long. If you encounter questions during the selling season, simply open it up and find the answer! Don't worry – it won't affect your certifications or make you retake the test.
- Election Period Booklet: This resource gives you all the details about election periods. Access information like cheat sheets on the election periods, weather related Special Election Periods and charts allowing you to find the election period that's right for a consumer.

[Visit Learning Lab](#)

UnitedHealthcare Agent Toolkit resource of the week

Wedding Invite – it's back and better!

The beloved “Wedding Invite” will be back for Plan Year 2024. This is a folded, card-style meeting invite with the option to send in an envelope with or without teaser text. It stands apart from our meeting flyers and postcards because of the look and feel – hence the nickname, Wedding Invite.

You’ll find it on the Agent Toolkit Oct. 1, by searching SPRJ81591 or MA Meeting Invite Card. Use the Toolkit Mail List Request (MLR) functionality to send your invitations out quickly. Be ready to greet your prospects at the door!

AARP Medicare Supplement sales presentation

Are you looking to give your clients an A-Z overview of Medicare and Medicare Supplement plans? Use the AARP Medicare Supplement sales presentation during 1:1 meetings or larger group settings. Additional language options may also be available.

Search keywords: *sales presentation*

[UnitedHealthcare Agent Toolkit](#)

Medicare Supplement news

Dental, Vision, Hearing Plans (DVH) from UnitedHealthcare®

Learn about UnitedHealthcare®, Dental, Vision, Hearing Plans (DVH) which are launching soon!

[Read more](#)

Special Election Period news

Special Election Period may be available to members affected by severe weather

The Federal Emergency Management Agency (FEMA) may have declared a weather-related emergency or major disaster in your state. Medicare beneficiaries affected may be eligible for a Special Election Period (SEP).

For affected areas and SEP dates, please visit *Jarvis*. For marketing materials that comply with CMS marketing requirements, please visit the UnitedHealthcare Agent Toolkit.

[Read more](#)

