



Provider Relationships Marketing Plan



Provider Relationships Marketing Guide

How provider-agent relationships work:

Doctor and agent relationships are mutually beneficial. Both the doctor and the agent get paid by the carrier for each plan that is sold.

At a high level, independent brokers provide rich value to physicians who accept Medicare. Many brokers coordinate care delivery by working closely with Medical Groups and physicians in order to better serve their clients.

The most successful brokers leverage Spark Marketing Center, Spark Client Services, and their time and expertise to drive healthy results for all parties.

Knowing how to find, target, understand your value add and how to leverage Spark's tools will set you up for success.

Provider Relationship Marketing

Objective:

Build successful relationships with local medical groups and doctors to expand your business through word-of-mouth referrals and marketing.

Target Audience:

Doctors serving individuals aging into Medicare turning 65 and needing assistance with Medicare coverage.

Who do you help:

- ◆ Turning 65 within a 6-month window
- ◆ Older than 65, but losing insurance coverage
- ◆ Unsure whether to choose employer insurance or enroll in Medicare
- ◆ Unhappy with the current coverage
- ◆ On Social Security disability

What is your brand positioning and competitive advantage

When providers partner with a Spark agent they will receive expert advice for helping patients enroll in a plan that works best with the provider. Providers will also receive ongoing customer service support, improving patient experience and retention while handling the administrative work for the provider's office.

Agents can emphasize these value adds outlined in our

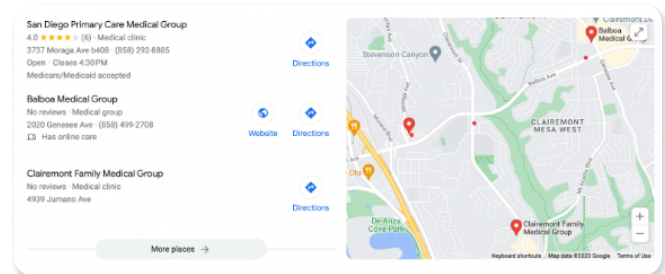
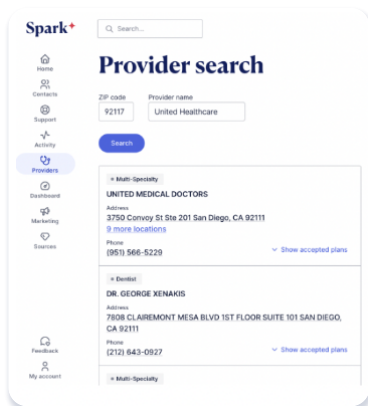
Provider Partnership One Pagers:

- ◆ You are an expert in your local market and your clients trust you
- ◆ You have a back-office support team
- ◆ Marketing support
- ◆ HIPAA-compliant CRM tool that easily helps you manage your clients.
- ◆ Client services team that assists with billing issues, encouraging patients to come in for wellness visits, prescription issues, and more.

Marketing to doctors and **medical groups**

1. Research local medical groups and doctors in your market

- ◆ Utilize Spark's provider search with marketing maps
- ◆ Testimonials from your current clients, for the providers they go to, are good doctors you would want to partner with
- ◆ Google search local medical groups



2. Build relationships with these medical groups and doctors:

- ◆ **Go in person:** Sell yourself and your business and the benefit of a partnership. Identify who makes the business decisions at the office - which can be the medical group or business manager, not always the doctor, and speak with them.
 - **Arrange One-on-One Meetings:** Request one-on-one meetings with doctors to introduce yourself, explain your services as an insurance agent, and explore potential collaboration opportunities. Focus on how you can benefit the doctor's patients.

◆ Attend events where medical groups and doctors are present

- Look up local health fairs to attend to meet with providers and have one-pagers to give them

◆ Provide educational materials

- Provider deck
- Medicare 101

3. Maintaining relationships and growing your business

◆ Create leave-behinds for doctors' offices and educational materials

- Provider partnership one-pagers and presentation

◆ Mailers on the doctor's behalf

- Can potentially have a medical group sponsor
- Support from the Spark marketing team

◆ Events with providers can draw in more clients

- Informal sales events, a kiosk in parking lots, or health presentations for the doctor at the provider's office

◆ Social Media with organic relationship-building with providers

◆ Lunch and learn with a staff of the doctor's office to understand how you help Medicare beneficiaries

Marketing Resources with Spark

Marketing Center Assets for social media, print, and direct mail:

- ◆ Marketing to Providers: highlighting your value proposition and why they should partner with you
- ◆ Action item: Post to social media accounts or run a social media ad in your area targeting medical groups and doctors.

Marketing to Provider Social

- ◆ Action item: Purchase a lead list of providers (spark can assist) and mail out to providers in your area. OR use as a leave behind at medical groups.

Marketing to Provider Postcard

- ◆ Marketing with providers: provider encourages the patient to come in for a visit and to review Medicare coverage with a local, trusted agent
- ◆ Action item: encourage providers to use these marketing materials on their socials, sponsor a mailer, and use fliers at their office and local community places that seniors attend.

Provider Postcard

Provider Flyer

Provider Mailer

Provider Flyer 2

- ◆ Event with Provider / T65: hosting an event with a provider for patients aging into Medicare.
- ◆ Action items: Create an event with the doctor / medical group to encourage those aging into Medicare promote at the office, local places, and social media to increase attendance:

Event Flier

Event Social

Provider One-pagers:

- ◆ Action item: leave at medical groups after you have gone and introduced yourself as an easy way for them to gather all the information they need to review later even after a presentation

Provider Partnership one-pagers

Provider Presentation:

- ◆ Action item: Give a presentation to the doctor and office on your value proposition and partnership.

Provider Presentation

Client retention:

- ◆ Action item: Opt into our client retention program who will provide automated marketing campaigns, encourage wellness visits, and transportation benefits.

LINK - opt in!

Compliance on Provider Relationships

- Be sure to inform beneficiaries of all network providers that are available and ensure beneficiaries always feel completely free to choose any provider in the network.
- Provide accurate and objective information to beneficiaries about the availability of all participating Providers near their place of residence as part of a general description of a Medicare Product's provider network.
- ALWAYS use the carrier specific Physician Finder to look up provider participation as it is the most up-to-date and comprehensive list of participating providers. Please note, Humana and CarePlus physician finder differ. If Physician Finder is not available, agents may call Agent Support for assistance.
 - Agents may:
 - Provide factual information about a particular provider that is included in the Physician Finder, such as ratings available through the Care Highlights program.
 - Agents must **not**:
 - Distribute materials describing a provider's services or marketing a provider's practice.
 - Provide information about any free services or cost-sharing waivers offered by a provider unless they are part of the Humana plan benefit (e.g., complementary transportation).
 - Recommend a provider or share opinion about which provider is best (e.g., do not use superlatives when describing a particular provider).
 - Use aggressive marketing or high-pressure tactics when discussing providers.
 - Use superlatives (e.g., "better care", "best care", etc.) when describing providers to beneficiaries
 - Offer or give anything to beneficiaries to persuade them to choose a particular provider.
 - Accept anything, directly or indirectly, from a provider in exchange for communicating about or helping a beneficiary choose a particular provider (e.g., do not accept promises that provider's patients will choose Humana plans, charitable donations, sponsorships, gifts, cash, etc.).
 - Engage with providers in a way that may influence the agent's interaction with a member or prospect regarding their choice of a Provider, including but not limited to, entering into any arrangements with Providers, or offering, receiving or agreeing to offer or receive anything of value from a Provider or a Provider's representative unless the arrangement complies with all applicable laws and regulations, including but not limited to, the Federal Anti-kickback Statute, and the agent actions comply in all respects with the requirements noted in this document.
 - Engage with providers in a way that would influence the provider to steer patients toward a certain plan or set of plans or encourage a provider to steer patients towards Humana plans.

Marketing Pieces in the Marketing Center:

Postcards



Medicare Questions? I have the solution.

As your primary care doctor I want to ensure you get the best coverage possible and recommend speaking with a local trusted insurance agent, **First Name** for your medicare questions.

Not affiliated with the U.S. government or federal Medicare program. We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all of your options.





Are you looking to make the most of your healthcare coverage?

Speak with a trusted local insurance agent regarding your healthcare options

As your primary care doctor I want to ensure you get the best coverage possible. I recommend working with **First Name Last Name**, a trusted local insurance agent. **First Name** will be your dedicated professional who can help you compare coverage plan options, costs, and ensure you understand which plan will work for your specific healthcare needs.

Call Work Phone

to speak with a licensed insurance agent today!




First Name Last Name
Licensed Insurance Agent

 Work Phone
 Email

Flyers





Get Expert Healthcare Advice

Speak with a trusted local insurance agent regarding your healthcare options

As your primary care doctor I want to ensure you get the best coverage possible. I recommend working with **First Name Last Name**, a trusted local insurance agent. Speaking with a Medicare agent will ensure that you receive accurate and up-to-date information regarding your coverage options, potential changes in plans, and any questions you may have about your benefits. They can help you navigate through the complexities of Medicare and assist you in making informed decisions about your healthcare.



First Name Last Name
Licensed Insurance Agent

 Work Phone
 Email



Scan the QR code or call today

Work Phone

Not affiliated with the U.S. government or federal Medicare program. We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all of your options.

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Social media



Get Expert Healthcare Advice

As your primary care doctor I want to ensure you get the best coverage possible. I recommend working with **First NameLast Name**, a trusted local insurance agent.

Speaking with a Medicare agent will ensure that you receive accurate and up-to-date information regarding your coverage options, potential changes in plans, and any questions you may have about your benefits. They can help you navigate through the complexities of Medicare and assist you in making informed decisions about your healthcare.

Call Work Phone today or click the link below

Click here






First Name Last Name
Licensed Insurance Agent

 Work Phone
 Email