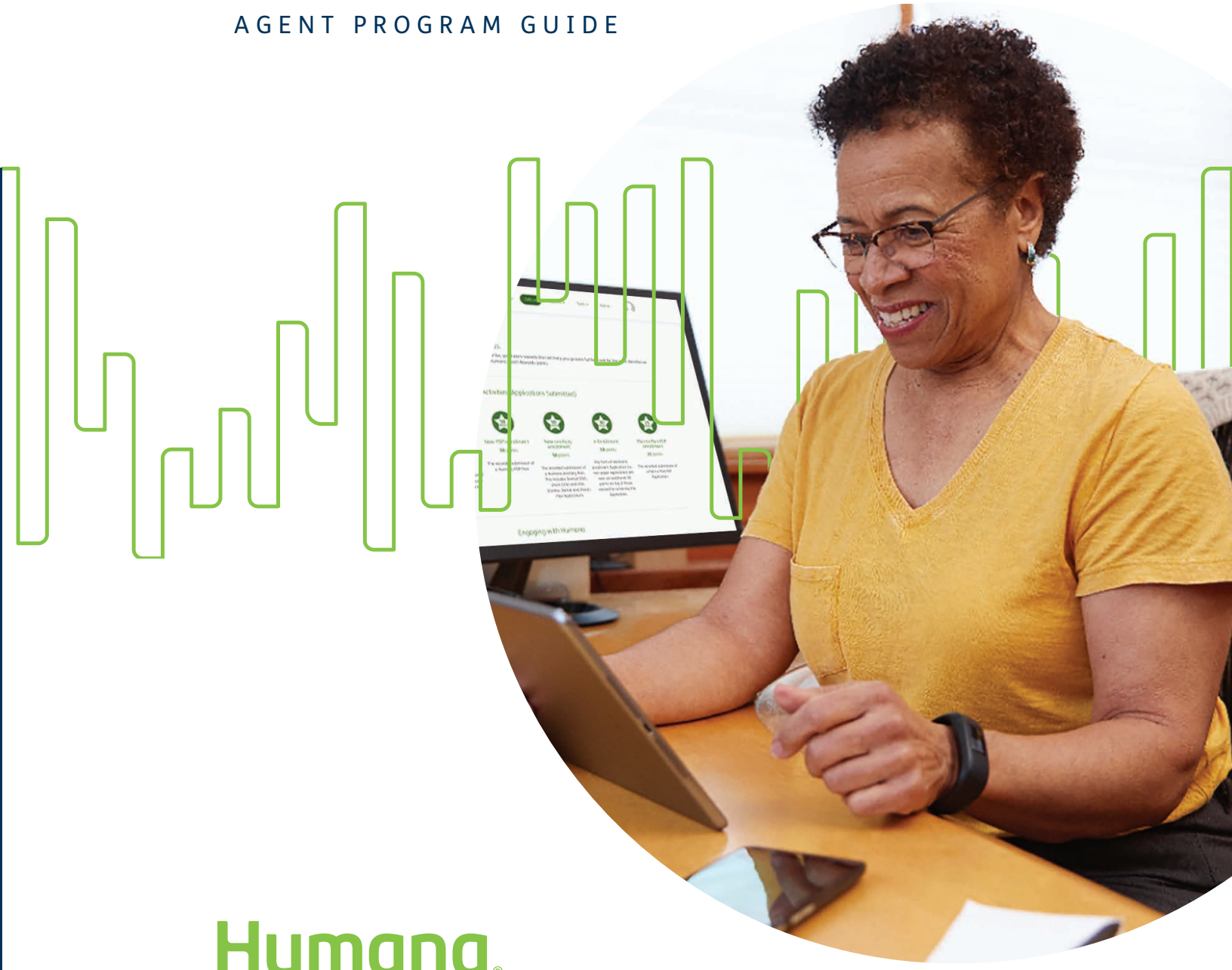
HUMANA REACH REWARDS

Powering your purpose.

AGENT PROGRAM GUIDE



Humana®

Your work deserves to be rewarded.

You're driven to reach for your goals, advance your career, and make a difference in your community. You strive to provide human care that treats members as people, delivering the individualized offerings that matter most to them. It's no small feat. But you don't have to go it alone.

Humana Reach Rewards is a loyalty program that will reward you at every stage of your journey. Whether you're a new Agent or a seasoned pro, you can earn points and rewards for sales performance and participation in certain Humana activities that power your purpose.

Humana Reach Rewards offers five levels of rewards. The more you sell or engage in eligible activities, the more points you'll earn and rewards you'll unlock!

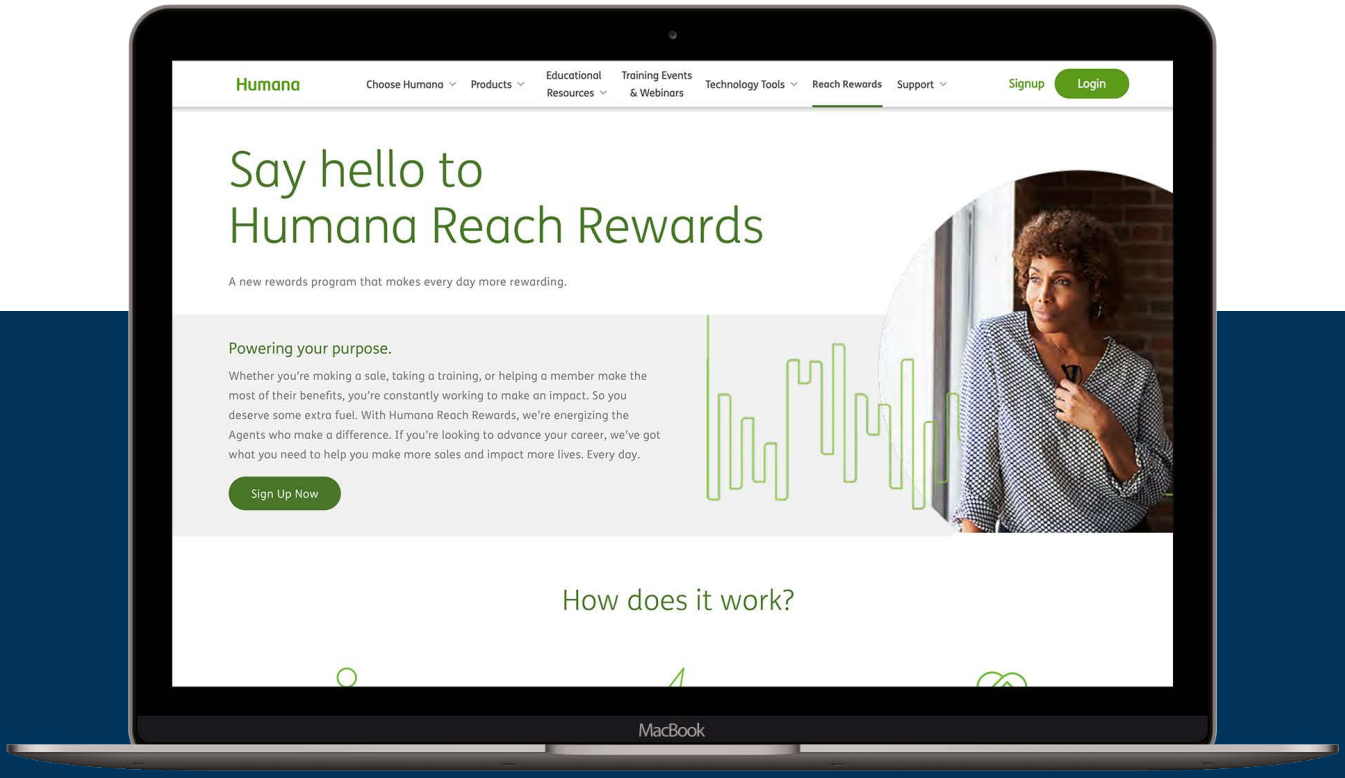
THESE REWARDS ARE FOR YOUR MEMBERS, TOO.

The rewards you receive at each level of the program are designed to make you an even stronger healthcare advocate for your members. As you build on your expertise, you can find new ways to deliver on the promise of human care: providing a healthcare experience that's easier, more personalized and more caring.

Power your purpose with Humana Reach Rewards—and deliver on the promise of human care.

Begin your journey today!

1. Visit **HumanaReachRewards.com** and click “Sign up.”
2. You will receive an email with your next steps. Click the link to set your password.
3. Complete your profile.
4. Gain immediate access to opportunities to learn and earn.



Questions?

Humana Reach Rewards Headquarters

Call:
800.309.3163

Email:
ReachUs@Humana.com

Visit:
HumanaReachRewards.com

Complete activities. Earn points. It's that simple.

100 points

New MA, MAPD and Med Supp enrollment

The recorded submission of a MA, MAPD, or Med Supp plan enrollment. Include all eligible plans: (e.g. dual-eligible, etc.).

75 points

Plan to Plan MA, MAPD, Med Supp enrollment

The recorded submission of a MA, MAPD, or Med Supp Plan to Plan enrollment.

50 points

New PDP enrollment

The recorded submission of a Humana PDP plan.

New ancillary enrollment

The recorded submission of a Humana ancillary plan. This includes Dental (IDV), Vision (IDV), and OSB (Combo, Dental, and Vision) plan enrollment.

30 points

e-Enrollment

Any form of electronic enrollment (i.e. non-paper application) will earn an additional 30 points on top of points earned for achieving the enrollment.

Humana in-field events and virtual experiences

Attendance at a Humana-hosted in-field training event. This includes AEP Academy, ROY Fast Start, DSNP Bootcamps, and Veterans Roadshows.

You must provide your SAN at registration AND check in at the event to receive points for this activity.

MRC order placement (max 150 points/month)

Purchase of unique marketing materials (Medicare OR non-Medicare) and promotional items through the Marketing Resource Center. Unique items are defined as distinct creatives/inventory codes ordered within a calendar month.

Ordering multiples of the same item is considered one unique item, while ordering two different items is considered two unique orders.

25 points

Plan to Plan PDP enrollment

The recorded submission of a Plan to Plan PDP enrollment.

Humana survey completion

Completion of an eligible Humana Agent survey.

You must provide your SAN to earn points. Eligible surveys will be denoted with a Reach Rewards star icon.

20 points

Educational webinars

Participation in a webinar via Ignite.

You must provide your SAN to earn points. You must view greater than 50% of the webinar to earn points.

10 points

MRC material download (max 50 points/month)

Unique download of marketing materials (Medicare OR non-Medicare) through the Marketing Resource Center. Unique items are defined as distinct creatives/inventory codes ordered within a calendar month.

Ordering multiples of the same item is considered one unique item, while ordering two different items is considered two unique orders.

Move up tiers.
Unlock more rewards.
Become a stronger advocate.

BRONZE 500 POINTS

$50 MRC Credits
Get marketing support from the MRC.

SILVER 1,500 POINTS

Bronze benefits plus
$100 additional MRC Credits

Access to exclusive Kaplan professional development courses

Grow your skills and your business with topics covering:
Digital marketing and prospecting
- + Building a Digital Marketing Plan
- + Facebook: Generating Leads and Referrals
- + Building Your Online Brand
- + Writing Compelling Content and Communications

Sales and setting goals
- + Setting Achievable Sales Goals
- + Identifying Targets
- + Qualifying (Digital) Leads
- + Building An Effective Sales Call Plan
- + Setting Appointments
- + Overcoming Objections
- + Closing

Public speaking and presentation
- + Building Effective Sales Presentations
- + Delivering Persuasive Presentations
- + Delivering Presentations to Large and Small Groups
- + Building Trust and Credibility

GOLD 3,500 POINTS

Silver benefits plus
$150 additional MRC Credits

Premium Agent customer service support
Get priority access to pre- and post-enrollment customer service and a phone number.

Use it for:
- + PCP questions/changes
- + ID card requests
- + Benefits, claims, or billing questions
- + And much more!

Kaplan Continuing Education credits
Get access to the Life and Health CE Library with over 70 courses.

PLATINUM 6,000 POINTS

Gold benefits plus
$200 additional MRC Credits

AHIP certification subsidy (one/year)
Covers the cost of your $125 AHIP certification taken through Humana.

AM I ELIGIBLE FOR HUMANA REACH REWARDS?

If you meet the following criteria, you're eligible to participate in the program.

- + External Agent
- + Contracted with Humana to sell individual Humana plans
- + In good standing with Humana

MRC Credits unlock all the marketing support you need from the MRC!

REACH Ambassador REWARDS

AMBASSADOR 12,000 POINTS

Platinum benefits plus $500 additional MRC Credits

Recognition plaque
Showcase your achievement with this custom-engraved plaque.

Two Kaplan personal coaching sessions
Get matched with a personal coach to grow your selling skills and abilities.

Top Agents: Google My Business
Manage and grow your business with set-up and implementation support for a Google My Business page with monthly reporting and ongoing optimization.

Top Agents: Invitation to exclusive Ambassador training event
Attend an elite training event reserved for top independent Agents.

HAVE QUESTIONS? WE HAVE ANSWERS.

Q. When do I start earning points?

A. You're eligible to earn points once you've enrolled in the Program and completed your profile. Earn points for sales and business-boosting activities.

Q. I've completed an activity. When will it reflect on my HumanaReachRewards.com homepage?

A. Points earned will be updated by Wednesday each week. You'll receive an email every month with a breakdown of the points you've earned.

Q. How do I move up tiers?

A. Accumulate points to move up tiers and unlock more rewards, including MRC Credits.

Q. Do my points and rewards expire?

A. Yes. All rewards, including points, earned in a given program year will expire at the end of that calendar year. For example, if you earned points or rewards between July 13, 2020 and June 30, 2021, they will expire on December 31, 2021. You can see when your rewards are expiring at the top of your homepage.