

FOR INTERNAL USE ONLY—DO NOT DISTRIBUTE TO PATIENTS



Talking Medicare

The Complete Guide on Compliantly Discussing
Essence Healthcare Plans with Patients



Let's Medicare Together™

A Healthy Collaboration

When providers and insurance companies work together, good things happen for patients. This is why Essence Healthcare has partnered with local providers who share a commitment to delivering high-quality, affordable healthcare. Together, we can better serve the area’s Medicare beneficiaries.

A BETTER HEALTHCARE EXPERIENCE

By **working together** as a team, we can deliver an experience where patients receive the **right care**, in the **right setting**, at the **right cost**.

How We Help You Help Your Patients

- Dependable engagement
- Clear communication
- Ongoing coordination
- Collaborative tools and systems
- Reporting and measurement

ABOUT ESSENCE HEALTHCARE

Essence has offered affordable, highly rated Medicare Advantage plans since 2004. As a Medicare plan founded by doctors, we understand the importance of teamwork to make sure patients get the care they need and deserve.

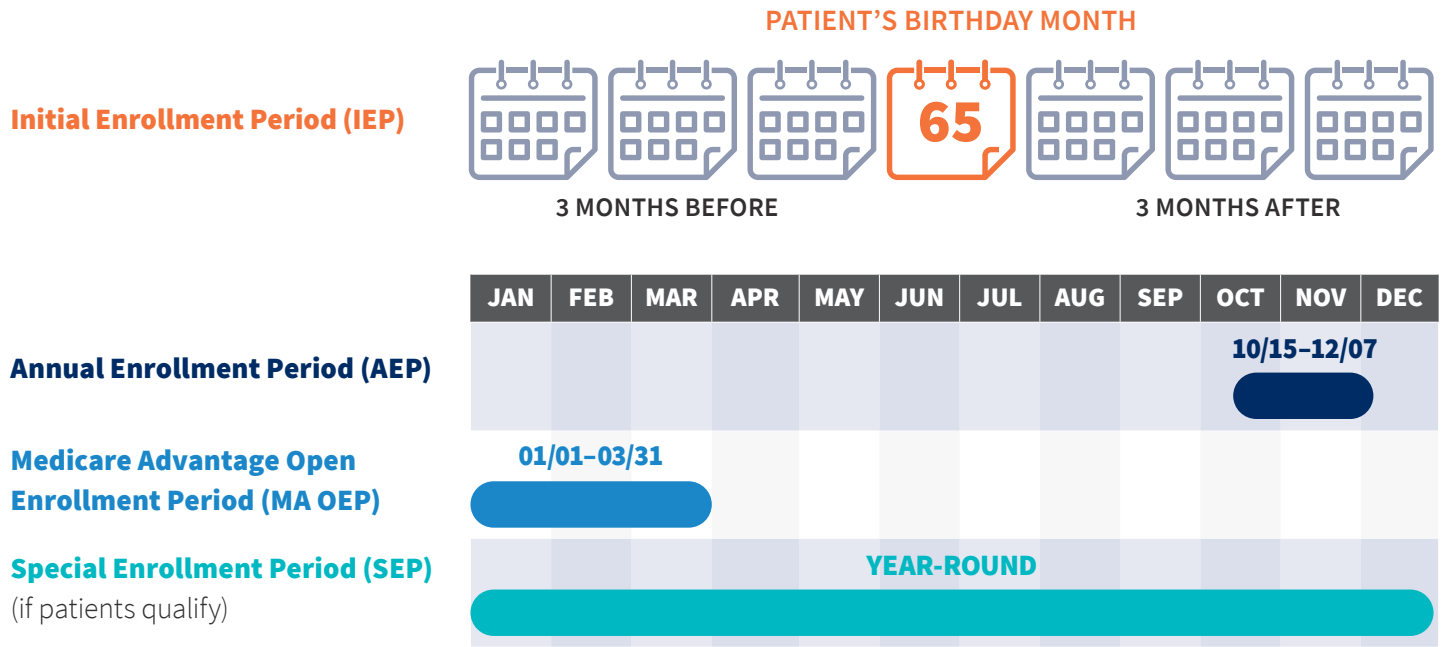
We share your commitment to increasing quality of care and decreasing cost of care so your patients can live their healthiest lives.

You Play an Important Role in the Success of Our Partnership

Simply getting the word out in the community about our partnership and plan will be a big help in growing membership.

WHEN YOU CAN TALK TO YOUR PATIENTS ABOUT ESSENCE

Every **October 1** (for the Annual Enrollment Period), doctors, nurses and staff can discuss or provide information about Essence plan benefits with friends, family and patients. There are also other times when patients can switch their coverage and you can share information about Essence.



THE DO’S AND DON’TS OF TALKING ABOUT ESSENCE WITH PATIENTS

Things you CAN do:

- ✓ Answer questions about Essence and discuss plan details (benefits, cost-sharing, etc.).
- ✓ Describe what you like or value in Essence plans.
- ✓ Refer or direct patients to our materials located in common areas.
- ✓ Indicate that your office accepts and participates in our plans.

These discussions can occur within or outside of the care setting (i.e., exam rooms, front desks, waiting rooms, etc.).

Things you CAN’T do:

- ✗ Collect Scope of Appointment or enrollment forms.
- ✗ Call or urge patients to enroll in our plan based on financial or other interests.
- ✗ Mail marketing materials on behalf of Essence.
- ✗ Offer inducements to encourage enrollment in an Essence plan.
- ✗ Offer anything of value to induce enrollees to select you as their provider.
- ✗ Conduct health screenings to promote an Essence plan.
- ✗ Distribute marketing materials/applications where healthcare is being delivered.
- ✗ Accept compensation from the plan for any marketing or enrollment activities.

Additional Resources



Essence Healthcare Sales Agents

If a patient is interested in speaking with a licensed agent, they can call **1-866-314-0941** (TTY: 711) to learn more about the plans, schedule an appointment with a local agent or sign up to attend a FREE informational seminar.



The Essence Healthcare Website

Patients can visit **EssenceHealthcare.com** to find information about our plan benefits. Every October 1 our website will include new plan benefits for the following year.



The Medicare Website

Medicare.gov is a useful website where people can compare the benefits of all Medicare plans in their area.



Let's Medicare Together™