

HAP has a new Orphan program for those agents writing new to HAP MA plans for AEP. Recent data analytics shows that members with active agent representation are more likely to stay with the organization longer and have less issues understanding and accessing their benefits. HAP's MA Orphan program offers agents an opportunity to be part of HAP's retention program for existing HAP members. This program operates on a point-based system, which will assign members with no agent on record to a qualifying agent for the purposes of:

- Establishing a relationship with a certified Medicare expert
- Addressing questions related to benefits and best uses of their policy
- Counsel on HAP's Medicare portfolio
- Guidance on prescription saving opportunities
- General Medicare education

Here is where you stand:

Total Enrollments for January 1, 2023 new to HAP MA: 5

Orphan Program Quality Performance Program

- **Program is for January 1st effective dates new to HAP**
- Agents that bring **25** new to HAP Medicare Advantage members in the designated time frame will be assigned 3 orphan Medicare Advantage accounts.
- Agents that bring **50** new to HAP Medicare Advantage members in the designated time frame will be assigned 8 orphan Medicare Advantage accounts.
- Agents that bring **75** new to HAP Medicare Advantage members in the designated time frame will be assigned 14 orphan Medicare Advantage accounts.
- Agents that bring **100** new to HAP Medicare Advantage members in the designated time frame will be assigned 22 orphan Medicare Advantage accounts.
- For every 5 additional Medicare Advantage members written beyond the 15, agents will be assigned 2 additional orphan Medicare Advantage account.
- Agents who have received more than 1 justified grievance within a 12-month timeline will be disqualified from orphan program.
- Agents must maintain a 95% controllable retention to participate in the program
- A valid CTM complaint involving the agent, will exclude them from program

Rules and Restrictions:

- Agents must reach out to every member assigned to them within 5 business days of them being assigned as AOR to introduce themselves.
- Agents must make at least 2 contact attempts per quarter to the members to see if they have questions or concerns regarding their HAP plan.
- HAP will provide a letter template agent can send out to introduce themselves if member questions outreach.
- Initial outreach to member will be for the agent to introduce themselves, give the member contact information, and see if they have any questions they can assist with.
- Agent must provide documented outreach if requested by HAP team
- Agents can not solicit additional lines of business to orphan accounts assigned to them within first year.

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Thank you,

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