

TRAINING & COMPLIANCE



Coventry Health Care's general compliance, product training, and certification for brokers and agents are provided in partnership with America's Health Insurance Plans (AHIP). Training modules are designed to inform and equip you to effectively and successfully market and sell. Our 2012 products include: MA/MAPD Coordinated Care Plans (HMO/ HMO-POS /PPO) and First Health Part D Prescription Drug Plans (PDP).

Our mission is to provide accurate and complete information and assistance to Medicare beneficiaries to ensure they understand their options to make fully informed decisions about their health care coverage.

Reminder: You must complete all required compliance and training module(s) to be certified to sell Coventry products. If you sell a Coventry product that you are not certified for, you will not receive commissions.

- To be eligible to sell the Coventry MA/MAPD plans, you must successfully complete the **AHIP Medicare Marketing Training**, the **Coventry Core Training**, and the specific **Advantra MA/MAPD Training** for the state(s) where you are appointed and will be selling.
- To be eligible to sell First Health Part D PDP plans, you must successfully complete the **AHIP Medicare Marketing Training**, the **Coventry Core Training**, and the **First Health Part D PDP** product Training.
- **NEW for 2012 Renewal Commissions:** Based on CMS guidelines, to be eligible to receive Coventry renewal commission payments, you must successfully complete annual certification for the corresponding Coventry Medicare product.

The following sections detail the training and testing requirements, what you can expect to see when you click on the link that is provided to access the Coventry-AHIP Training site and the process you must follow. *For your convenience there also are links to Quick Tools in PDF format for reference and support.*

Training Requirements:

- **If you have already registered through AHIP** and successfully completed the 2012 AHIP Medicare Marketing Training for another carrier, Coventry does not require you to retake the AHIP Medicare Marketing Training and test, and the registration fee is waived.
- **If you have not yet registered through AHIP** or completed the annual AHIP Medicare Marketing Training for the 2012 selling season, you must do so before you can proceed to complete the Coventry Core training/test and the product-specific (MA/MAPD and/or PDP) trainings.

Use of Access Codes

AHIP certification requires use of an access code during the registration process to allow tracking of broker/agent training status for our upline marketing organizations and local Coventry health plans (just like the code you entered to reach this site.)

Registration Fee/Registration Fee Reimbursement:

You will be charged a \$100 registration fee for the AHIP certification. For some agents, this registration fee is coordinated through your upline marketing organization. Otherwise, Coventry will reimburse you the \$100 registration fee according to these production requirements per product: If you sell 6+ Coventry MA/MAPD enrollments, or 8+ PDP enrollments for a 1/1/2012 effective date. If you pay the AHIP registration fee through another carrier first, you will not be eligible for reimbursement through Coventry. *See below for additional reimbursement details.*

Passing Test Scores

The AHIP Medicare Marketing Training test follows the AHIP guidelines and the minimum passing score is 90%. AHIP provides Coventry with testing results. The minimum passing score for the Coventry Core Training is 90%. Coventry requires that an agent must achieve a passing score within three attempts.

- Any agent who passes the AHIP Medicare Marketing Training, but fails the Coventry Core Training within three attempts will be locked out and will not be eligible to market/sell or retest to market/sell the Coventry product(s) for a period of 12 months.

Coventry Core and Product Specific Training:

When you have successfully completed the AHIP Medicare Marketing Training with a passing score, you will have the option to complete the Coventry Core Training. Upon successful completion of that segment, you are then ready and will have the option to proceed to the Product specific training module(s) for the products you wish to sell.

Here is how that training process works:

Each Coventry plan has its own product training module. The product specific modules do not include a testing component. Be sure that you complete the full module **and** after the last slide, click on "Submit." Otherwise, your training may not be recorded in the system as "complete" for certification. **Note:** If you do not complete the product training module in its entirety, you will not attain "Ready to Sell" status for that Coventry plan and you will not receive commissions for applications that you submit.

During the AHIP training registration process, you are asked to indicate your writing agent or non-writing agent status. If you are a writing agent, when you successfully pass the Coventry Core Training, you will automatically be required to select one of the product specific training modules.

For those agents who are non-writing agents and are not selling directly to consumers, you will indicate non-writing status during AHIP registration. You are only required to take the Coventry Core Training. Based on the non-writing agent status that you indicate during registration, the system is programmed to exclude the Coventry product specific training modules.

Coventry Agent Writing Number (AWN): Upon completing all required training modules, testing and all steps for annual contracting, Coventry will issue and mail to you a Welcome Letter and an Agent Writing Number (AWN) ID card within two weeks. Returning agents will receive an updated AWN ID card for 2012 indicating the Coventry products you are approved to sell and the states where you are appointed. If you are an agent associated with Bankers you will not receive an AWN.

*Important Note: The first mailing of the 2012 AWN ID cards will be the beginning of

August.

Welcome Letter will include AWN ID Card and Coventry MA/MAPD health plan contacts:

- Included with your AWN ID card will be the contact information for the MA/MAPD health plans to request details about local broker seminars that offer you additional product information and support. The local Coventry health plan team may also reach out to you with information about webinars and valuable local training events.

MA/MAPD Training Contact Information

Returning Agents - Your AWN has not changed! However, you will receive a letter that contains your updated AWN ID card that clearly indicates the 2012 Coventry products you are approved to sell and the states where you are appointed.

- Upon receipt, please be sure to review your AWN card carefully. Contact the Broker Services Department if there is a product not listed on your AWN ID card that you have tested for, or if a state appointment is not listed. If you sell a product within a state that is not listed, you will not receive commissions.

Do We Have Your Correct Contact Information?

If you have recently moved offices, added new agents, changed companies or have new contact information, please let us know. That way, you can count on receiving all Coventry Medicare product, marketing compliance and commissions news and information.

[Click here](#) to Update Your Profile or contact the Broker Services Department directly at 866-714-9301 or brokersupport@cvty.com.

New Agents - You will be assigned a Coventry AWN once you have completed training and contracting. Within two weeks of Coventry receiving all necessary documentation for contracting and appointment, we will mail you a letter that contains your AWN ID card. You can contact your upline marketing organization or the Coventry Broker Services Department to find out where you are in the contracting process.

*Important Note: The first mailing of ID cards will be the beginning of August.

- Upon receipt, please be sure to review your AWN card carefully. Contact the Broker Services Department if there is a product not listed on your AWN ID card that you have tested for, or if a state appointment is not listed. If you sell a product within a state that is not listed, you will not receive commissions.

Your valid email address must be on file with us to ensure that you receive important business correspondence from Coventry, including CMS compliance updates. [Click here](#) to Update Your Profile or contact the Broker Services Department directly at 866-714-9301 or brokersupport@cvty.com.

Here are the Easy Steps for Coventry 2012 Certification

For your added convenience, there are also helpful on-demand presentations listed under "Quick Reference Tools" that guide you step-by-step.

Your National Producer Number (NPN) is required during some training registration processes. If you do not know your NPN, [click here](#).

Step 1: You must review the following documents and in Step 2 you will be asked to attest that you have read and understand them.

- [About Coventry Health Care](#)
- [2012 Coventry Producer Manual](#)
- [2012 CHC/CMS Medicare Marketing Guidelines \(MMG\) Summary](#) -- This overview explains essential "need to know" information found in the CMS Medicare Marketing Guidelines.
 - [Medicare Marketing Guidelines Table of Contents](#) -- This handy tool helps you navigate the Guidelines to easily locate information.

You must complete all items in Step 1 before proceeding to Step 2.

Step 2: Training Modules

- Complete the AHIP Registration.
- Complete the 2012 AHIP Medicare Marketing Training (unless 2012 AHIP certification has already been completed for another carrier)
- Complete the Coventry Core Training
- Complete Coventry product training based on products you wish to sell.

2012 Agent Training through AHIP, [click here](#)

Ready to Sell

You will not be able to order sales kits until you have completed certification (training and testing) and annual contracting.

- If you are an existing agent who has already completed your contracting and you are current on all Coventry requirements, please allow three business days from the date that you complete your testing to order sales kits.
- If you are a new agent, once you have completed the contracting process, please allow three business days to order sales kits.

Contracting Requirements

To access Agent Contracting: NOMOREFORMS and App Tracker select Broker Portal Home on the left side Navigation Buttons.

Quick Reference Tools:

- Overview of Broker Training, Certification and Contracting, please use the link below to view the presentation. <http://coventry-medicare.coventryhealthcare.com/c062479>
- [How to Access Coventry-AHIP Training and Registration, please use the link below to view the presentation. http://www.brainshark.com/brainshark/vu/?](#)

[pi=zGcz176eefz11LVz0](#)

- [An Agent's Guide to Submit an Electronic Contract via nomoreforms™](#)
- [Process for Timely Payment of Commissions](#) (pdf)
- [Broker/Agent Complaint Process](#) (pdf)
- [Annual Election Periods](#) (pdf)
- [Click here](#) to access our library of **Recent Field Communication** for important news and notices.

Training Registration Fee Reimbursement:

It pays to get certified before September 30th!

Agents who certify with Coventry on or before September 30, 2011 will be eligible for the \$100 AHIP training registration fee reimbursement:

- If you get certified by 9/30/11, meet all Ready to Sell requirements and demonstrate the minimum production requirement for January 1, 2012 effective enrollments, Coventry will reimburse you the AHIP registration fee by January 9, 2012.
- You must have sold 6+ Coventry 2012 Medicare Advantage enrollments, or 8+ PDP enrollments for a 1/1/2012 effective date*.
- Coventry will calculate the number of accepted applications you have submitted for a 1/1/2012 effective date to determine that you qualify for the \$100 reimbursement. The reimbursement will be included with your Coventry commission statement as a manual adjustment.

*Cancellations and Not Processed Applications will not be considered when calculating the production requirements.

If you pay the AHIP training registration fee through another carrier, it does not qualify for reimbursement through Coventry. Contact your upline marketing organization or Coventry's Medicare Broker Services Department if you have questions.

How to Contact Medicare Broker Services

[Broker Quick Guide for Contacting the Broker Services Department \(BSD\)](#)

Phone:

1-866-714-9301

Email:

brokersupport@cvty.com

This email address is not for submitting applications.

Hours of Operation:

8 a.m. - 6 p.m. ET Monday - Friday