



# Producer Guide

MEDICARE ADVANTAGE | 2024



# About Essence Healthcare

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*Essence has offered affordable, highly rated Medicare Advantage plans to Medicare beneficiaries since 2003. We only do Medicare, and we do it well with 9 out of 10 members in a 5-star plan.*

*We're proud to help our members get the care and service they deserve.*



## **Producer Portal**

*page 4*

## **Enrollment Steps**

*page 5*

## **Storefront Instructions**

*page 8*

## **Sales and Marketing Support**

*page 10*

## **Provider Search**

*page 11*

## **Member Resources**

*page 12*

## **Vendors**

*page 13*

## **Important Dates**

*page 14*

## **Key Contacts**

*page 15*

### **Training Videos**

To access the training videos, log in to the Producer Portal. Then select the “Start New Application” icon from the dashboard.

# Producer Portal

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The Producer Portal is your one-stop shop to get all you need to manage your business with us. Visit [Producer.EssenceHealthcare.com](http://Producer.EssenceHealthcare.com) to access the following features:

## **Start New Application (Online Enrollment Portal)**

*Use the online enrollment tool to complete an application with a beneficiary. You can also use the Quick Entry feature to submit a paper application. The Send a Quick Quote feature allows a beneficiary to independently complete an application that comes to us in your name.*

## **Application Tracking**

Track your applications through the enrollment process so you can follow up with your clients on any outstanding requests for information.

## **Book of Business**

View all the clients you have with us.

## **Commissions**

View your commission statements.

## **Ready to Sell**

View your Ready to Sell (RTS) status, certifications and license information that we have on file.

## **Documents**

Find administrative, plan and marketing materials to help you produce more enrollments.

## **Sales Materials (Storefront)**

Utilize the Storefront to order sales materials such as Enrollment Kits, product brochures, posters, etc.

## **Find a Provider**

You will have access to the online provider search tool.

**Video instructions:** [Vimeo.com/465166116/c751f67a11](https://www.vimeo.com/465166116/c751f67a11)

# Enrollment Steps

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## Electronic Applications

### **Electronic applications submitted via the Producer Portal.**

*We pay brokers an administrative **bonus** for using this **preferred method**.*

- Log in to the Producer Portal at [Producer.EssenceHealthcare.com](https://Producer.EssenceHealthcare.com).
- Select the “Start New Application” option.
- Complete and submit the application.
- You aren’t required to submit a Scope of Appointment, but you’re required to produce it when necessary.

**Video instructions:** [Vimeo.com/619351232/4d2c697823](https://Vimeo.com/619351232/4d2c697823)

### **Text/Email to Sign**

This is a quick way to prefill an enrollment application and have your clients electronically review, sign and submit. For more information on this process, contact Producer Support or visit the Producer Portal.

**Video instructions:** [Vimeo.com/624808859/142b1c6634](https://Vimeo.com/624808859/142b1c6634)

### **Send a Quick Quote**

Use the Send a Quick Quote feature to send multiple Essence plan documents to your client’s email, including prescription costs and pharmacy choices. This feature also allows a beneficiary to fill out an online application that’s delivered to us with your name attached as the Agent of Record.

**Video instructions:** [Vimeo.com/626757019/d282df26e3](https://Vimeo.com/626757019/d282df26e3)

### **Summary of Benefits**

You may also want to send your client an electronic version of our Summary of Benefits, which is available for download within the “Documents” section of the Producer Portal.



# Telephone Applications

## **Applications can be submitted over the phone by calling Producer Support:**

- Calls are completed on our recorded telephone lines with a verbal signature.
- You will make a three-way call to Producer Support at 1-877-259-8657 with your beneficiary on the line. **The beneficiary MUST be on the line when you call.**
- Per CMS guidelines, Producer Support representatives are only allowed to take demographic information. You're responsible for explaining benefits and answering questions during the call.
- Producer Support representatives follow a script that includes demographic questions and terms and conditions. All terms and conditions are read out loud, and each requires a verbal acknowledgment of understanding from the beneficiary.
- You and the beneficiary will receive a confirmation number when enrollment is complete.
- A paper application is not required.
- You're still required to complete a Scope of Appointment. This can be done verbally or on a recorded line by Producer Support prior to a telephone enrollment if no scope has been taken yet.

### **Did You Know?**

A Scope of Appointment can be completed in various ways:

1. You can complete a paper form to keep for your records, mail with a paper application or upload into your electronic application when doing quick entry.
2. Electronic Scope of Appointments can be completed in the "New Application" section of your Producer Portal after creating a profile.
3. Telephone Scope of Appointments can be completed by calling Producer Support at 1-877-259-8657 prior to completing a telephone appointment or application.

**Scope of Appointment Training:** [Vimeo.com/625724649/7ae6faba0e](https://vimeo.com/625724649/7ae6faba0e)



# Paper Applications

**Paper applications can be submitted in two ways:**

## Quick Entry

- Log in to the Producer Portal at [Producer.EssenceHealthcare.com](https://Producer.EssenceHealthcare.com).
- Select the “Start New Application” option.
- Complete the form online, and upload your paper documents.
- If you don’t upload the paper documents, **MAIL THE APPLICATION AND SCOPE OF APPOINTMENT** to our enrollment processing center within 48 hours of receiving confirmation. A pre-addressed postage-paid envelope is included in every Enrollment Kit.

**Video instructions:** [Vimeo.com/619351232/4d2c697823](https://Vimeo.com/619351232/4d2c697823)

## Phone Enrollment

- Once the application has been filled out, signed and dated, you must leave the beneficiary’s presence.
- Call 1-877-259-8657 to phone in the details of the application.
  - Applications must be phoned in the same day they’re taken.
  - In rare circumstances, we’ll allow phone applications to be received the next day before 11 a.m., Central Time.
- You’re limited to three applications per call.
- Note the call-in date and confirmation number in the “For Office Use Only” section on the last page of the application.
- **MAIL THE APPLICATION AND SCOPE OF APPOINTMENT** to our enrollment processing center within 48 hours of receiving confirmation. A pre-addressed postage-paid envelope is included in every Enrollment Kit.

Essence Healthcare | PO Box 12487 | St. Louis, MO 63132-9922

For assistance, call Producer Support at 1-877-259-8657.

Producer Support Hours: Monday through Friday, 8 a.m. to 6 p.m., Central Time;  
Saturday 8 a.m. to 1 p.m., Central Time during the AEP

# Storefront Instructions

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*Storefront is our online tool where you can get access to the materials you need as one of our Ready to Sell agents.*

Once you're certified, you'll have single-sign-on access from the Producer Portal directly into Storefront and then you can:

- Order items to ship to your home/office (including Enrollment Kits, see page 9)
  - Customize and print/download marketing materials
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## Let's Get Started

- Log in to: [Producer.EssenceHealthcare.com](https://Producer.EssenceHealthcare.com)



- Select



- Choose a market.

**MATERIALS BY MARKET**

- Next select a category:



ENROLLMENT MATERIALS



PRODUCER MARKETING



INTERNAL RESOURCES



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## Make a Purchase (Enrollment Kit)

- Select Enrollment Materials and then the year.



- Scroll down the list and click the kit based on the region and product.

- Enter the quantity and add it to your cart.

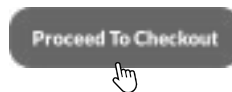


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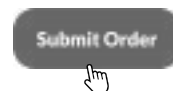
## Submit Your Order

- When you're ready to checkout, you'll complete a series of steps.

- To move through the steps, continue to click the "Proceed to Checkout" button.



- Once you submit your order, you'll receive a confirmation email. When your order ships, you'll receive a second email with tracking information.



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At any time, you can access your order and its status by clicking "My Account" in the top right menu.



# Sales and Marketing Support

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## Sales Presentation

Use the presentation in Storefront to give your clients a comprehensive view of our plans and to help you stay compliant. You can find it in Sales Support Materials under Producer Marketing.

### **The presentation can help you:**

- Cover all necessary plan components and CMS requirements.
- Clarify plan benefits.
- Reduce confusion.
- Build credibility.
- Avoid prohibited statements.

## Marketing Materials



We created CMS-approved marketing materials that you can personalize and use to better market yourself and our plans. These materials are located on Storefront.

# Provider Search

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## Find a provider in six steps:

1. Log in to the Producer Portal at [Producer.EssenceHealthcare.com](https://Producer.EssenceHealthcare.com).
2. From the main menu, click on the “Find Provider” icon.
3. Select the appropriate plan year and market.
4. From the Find a Provider page, select a provider type/specialty. Additional filters will appear, which allow you to specify the provider’s name, hospital affiliation, medical group , spoken language and/or gender.
5. Next, enter a location to search. You can enter a specific address, city or zip code then click the “Find Now” button below.
6. Results will display on the bottom portion of your screen. You also have the option to download the search results in PDF or CSV format.



Find Provider

If you need assistance with the Find a Provider tool, please reach out to Producer Support at 1-877-259-8657.

**Step -by-step instructions:** [Vimeo.com/465166116/c751f67a11](https://Vimeo.com/465166116/c751f67a11).

# Member Resources

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The Member Website is a valuable tool for members to find everything from benefit information to claims and more. They can:

- Order ID cards
- Find important documents
- Check a Flex Card balance
- Review payment and paperless options
- Search the provider directory and formulary
- Shop the Essence OTC store

Visit: [EverythingEssence.com](https://www.EverythingEssence.com)

Customer Service: 1-866-597-9560 (TTY: 711)

Telephone lines are open 8 a.m. to 8 p.m., seven days a week.

# Vendors

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## **Amplifon Hearing Health Care**

Toll-free: 1-877-846-7076 (TTY: 711)

Open Monday through Friday, 7 a.m. to 7 p.m.

[AmplifonUSA.com/Essence](https://AmplifonUSA.com/Essence)

## **DentaQuest®**

Toll-free: 1-800-214-9881 (TTY: 711)

Open Monday through Friday, 7 a.m. to 5 p.m.

[DentaQuest.com](https://DentaQuest.com)

## **Mercy Behavioral Health/Chemical Dependency Services**

Toll-free: 1-877-405-7612 (TTY: 711)

Open 24 hours a day, seven days a week

[MBH-EAP.com/Managed-Behavioral](https://MBH-EAP.com/Managed-Behavioral)

## **EyeQuest®**

Toll-free: 1-800-214-9881 (TTY: 711)

Open Monday through Friday, 7 a.m. to 5 p.m.

[DentaQuest.com/Vision](https://DentaQuest.com/Vision)

## **SilverSneakers® Fitness Program**

Toll-free: 1-888-423-4632 (TTY: 711)

Open Monday through Friday, 7 a.m. to 7 p.m.

[SilverSneakers.com](https://SilverSneakers.com)

## **MTM Transportation Provider**

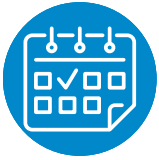
Toll-free: 1-888-513-0705 (TTY: 711)

Open 24 hours a day, seven days a week

[MTM-Inc.net](https://MTM-Inc.net)

# Important Dates

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## **October 1**

Annual Enrollment Period (AEP) marketing begins.

## **October 15**

AEP selling begins.

AEP applications can be received beginning this day.

## **December 7**

AEP ends.

Any AEP application submitted after this day must include an attestation that it was received on December 7.

## **January 1 through March 31**

Open Enrollment Period (OEP)

Beneficiaries can make a one-time enrollment into another Medicare Advantage Prescription Drug (MAPD) plan if they are currently on an MAPD plan.

# Key Contacts

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## Producer Support:

1-877-259-8657 or [producersupport@lumeris.com](mailto:producersupport@lumeris.com)

Our team can help answer questions about benefits, commissions, Ready to Sell (RTS) status and more.

Monday through Friday, 8 a.m. to 6 p.m., Central Time;  
Saturday 8 a.m. to 1 p.m., Central Time during the AEP

[Producer.EssenceHealthcare.com](http://Producer.EssenceHealthcare.com)



P.O. Box 12487  
St. Louis, MO 63132  
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### **Customer Service**

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Email: [producersupport@lumeris.com](mailto:producersupport@lumeris.com)