



# Value-based enrollment (VBE)

AetnaMedicare.com

 **aetna**<sup>™</sup>  
medicare solutions

## Help your clients engage with their Aetna Medicare plan early

### What is VBE?

The value-based enrollment (VBE) program is an extension of the enrollment application process. It's designed to immediately engage your clients with their new Aetna Medicare plan (MA/MAPD) and gather helpful health-related insights from the enrollee.

VBE is available through the Ascend Virtual Sales Office app. After enrolling clients in an MA/MAPD plan, you can offer the VBE option. If interested, your clients can then participate in a voluntary 10-20 minute phone call with a wellness advocate to discuss their health goals, risks and ambitions.

### How does it work?

1. First, you'll enroll your client in a plan through the Ascend app.
2. After you submit the enrollment and before you close the application, you will initiate the VBE.
3. Next, you'll invite your client to participate in the VBE phone call. Your clients have 3 options:

**Connect me now** — They can choose to have the phone call right away. A wellness advocate will call your client directly.

**Schedule a callback** — They can schedule a callback for a future day and time.

**Decline** — Or they can opt out of the call.

4. After helping your client select one of these options, your job is finished.

### Who can participate?

For the 2020 Annual Election Period (AEP), VBE will be available for all states within our MA/MAPD service area except for Washington and North Carolina.

Need access to the Ascend app? If you're "ready to sell," you can request access to the app on [Producer World](#).<sup>®</sup>

### As a bonus — you'll earn a service fee

You can earn a service fee payment of \$50 for initiating the Connect Me Now option, and \$25 for initiating Schedule a Callback option.

Beginning with the 2020 AEP season, VBE service fees will be paid for new sales only; plan changes are ineligible.

Service fees will be paid about two weeks after the VBE transaction. IMPORTANT: The service fee will be paid to the same entity that is listed on your Aetna contract.

## What happens during the phone call with the wellness advocate?

The VBE phone call with the wellness advocate will last about 10 – 20 minutes. During the call, the advocate will ask a series of health-related survey questions, and will help explain what they can expect once their plan takes effect.

*Please note: For compliance reasons, agents are not permitted to be present with their clients during the VBE call with the wellness advocate.*

*If the Call Now option is selected, you'll have 10 minutes to gather your belongings and wrap up your meeting with the client before the VBE call occurs.*

## VBE process improvements

We continue making enhancements to the VBE process. Some recent updates include:

- **Improved tracking:** You can now easily track your VBE enrollments and service fee payments through the Ascend app
- **New Spanish option:** If your Spanish-speaking clients want to participate, you can now connect them with a Spanish-speaking wellness advocate. Just select the Spanish option when initiating the VBE

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## It's a win-win-win partnership

When your clients choose to participate in the VBE option, everybody wins.

**Enrollee** — Your clients get to share their health goals and ambitions with a wellness advocate. And they'll be better prepared for what comes next related to their plan (e.g., they may receive a member welcome call).

**Agent** — You'll strengthen your client-agent relationship by helping your client transition smoothly onto their new plan.

**Aetna** — We get to improve the quality of care for our members. Plus, we gain insights and information to help your members avoid health risks.

## We're here to help

**For technical support using VBE in the Ascend app,** contact the Ascend app help desk at 1-833-923-1431. They're open Monday – Friday from 8 a.m. – 8 p.m. From October 1–March 31, representatives are available 8 a.m. – 8 p.m., all time zones, 7 days per week.

**For questions regarding VBE service fee payments,** you can contact the Aetna Medicare Broker Services Department at 1-866-714-9301. They're open Monday – Friday from 8 a.m. – 8 p.m.



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