

RMHP Medicare Cost Plan Broker Referral Program

Contact Details

Referrals: To refer a Medicare Beneficiary, please complete a *RMHP Medicare Cost Plan Broker Referral Form* and direct the prospective Member to call 888-251-1330 (TTY: 711). A RMHP Medicare Salesperson will work with your client to complete enrollment. See below for more information.

Questions: For general inquiries, brokers should call Joe Barrows, Medicare Sales Director, at 970-244-7996 or email Joe.Barrows@rmhp.org.

Payment Details

RMHP needs a copy of your Colorado Health Producer's license, a copy of the face page of your E+O policy with at least \$1,000,000 of coverage per incident and a signed W-9 tax form.

Applicable Plans: RMHP Individual Medicare Cost Plans and Cost Plans with Part D Plans (Excludes RMHP Basic, B Basic, and Employer Groups).

Exclusions: This referral fee is only for referrals that occur on or after October 1, 2013. RMHP does not retroactively apply referral fee payments to Agents. Appropriate documentation, including receipt of completed Referral Form, is required to qualify for referral payment.

Details: Referrals are deemed to occur for Medicare sales only if the following parameters are met:

- 1) Appropriate referral process was followed and supporting documentation was submitted to RMHP **prior** to the Beneficiary's contact with a RMHP Medicare Salesperson.
- 2) Referred Medicare Beneficiaries must qualify for Plan enrollment, complete an application, have an effective date on or after November 1, 2013 and pay applicable Plan premium.
- 3) RMHP must have confirmation of enrollment and acceptance transmitted from Centers for Medicare & Medicaid Services (CMS).

Important Notes

- Referrals resulting from non-compliant marketing practices will not qualify for payment. All marketing activity must comply with all CMS regulations and guidelines. Noncompliant marketing activity, that fails to comply with all CMS regulations and guidelines, could result in corrective action, including becoming ineligible to receive referral payments on current and future RMHP Medicare Cost Plan referrals and/or reporting such activity to the state or federal government. See Compliance Requirements below.
- This referral program is subject to change or termination at any time at RMHP's sole discretion.

Compliance Requirements

Referring brokers must strictly adhere to the following procedures when referring an interested Medicare Beneficiary to RMHP.

- Do not use high pressure tactics when referring a prospective Member to RMHP.
- Provide only factual and published information provided by RMHP or the Centers for Medicare and Medicaid (CMS) when discussing RMHP's Medicare Cost Plans. You may utilize marketing brochures and website content provided by RMHP. The use of **any** other printed or on-line information is strictly prohibited without prior review and approval. Please coordinate with Joe Barrows, Medicare Sales Director, in advance to obtain required approval.
- Do not engage in door-to-door marketing activities for enrollment into RMHP Medicare Costs Plans.
- Do not offer gifts or payments (or promise of gifts or payments) as an inducement to enroll in RMHP Medicare Costs Plans.
- Do not misrepresent RMHP or yourself to a Medicare Beneficiary.
- Do not conduct outbound telemarketing calls to solicit referrals for enrollment into or to market RMHP Medicare Cost Plans.
- Do not approach Medicare Beneficiaries in common areas (parking lots, hallways, lobbies, etc) to enroll, solicit referrals for enrollment, or to market RMHP Medicare Cost Plans.
- Do not conduct sales or marketing seminars and/or workshops about RMHP Medicare Cost Plans.
- Do not conduct sales or enrollment activities on behalf of RMHP. (All sales and enrollment activities must be completed by a certified RMHP Medicare Salesperson or by the Client)
- DO have your client call 1-888-251-1330 and mention your name as a Broker.** It is just one more way to make sure you get the credit you deserve. We are not able to call prospects without previous consent to be contacted by RMHP. Having the prospect call us is the easiest and fastest way to receive the service you expect from Rocky Mountain Health Plans.

Allegations that an Agent is not following or complying with the above guidelines will result in possible revocation and/or non-payment of referral fees and additional disciplinary action as deemed appropriate in RMHP's sole discretion.