

# Agenda

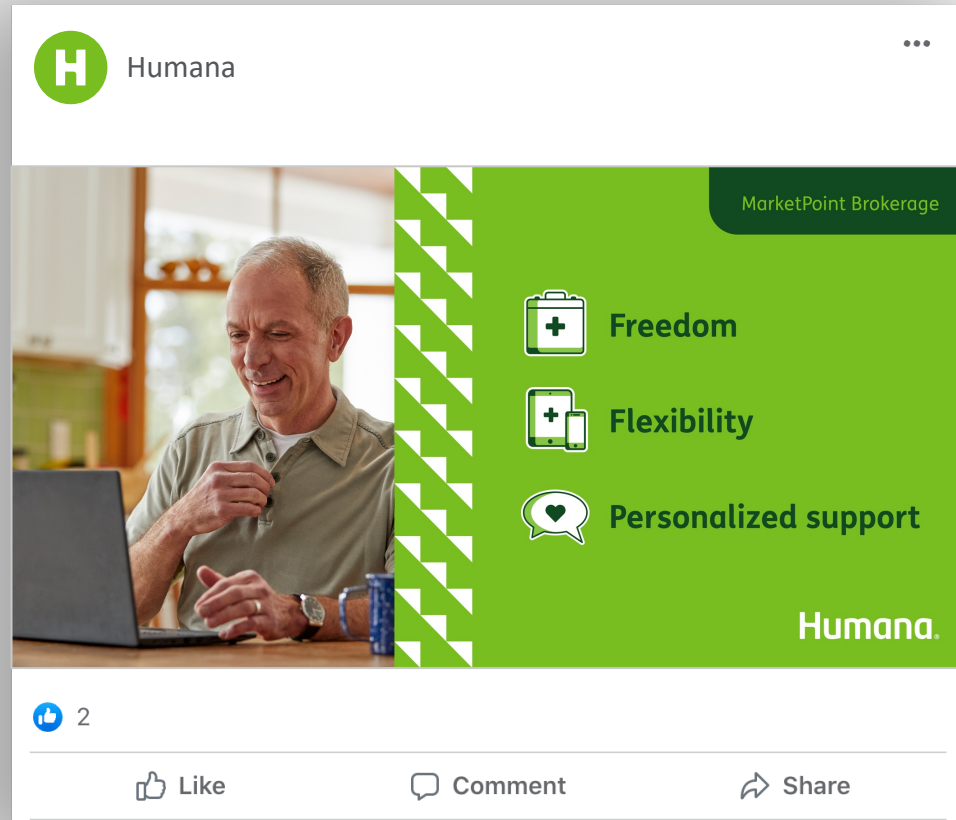
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**Humana**<sup>®</sup>

# **MarketPoint Brokerage**

## **Overview Post**

# MarketPoint Brokerage Overview Post – Option 1



## CAPTION:

What would it be like to sell [#HealthInsurance](#) plans from multiple carriers, the way that works best for you and with personalized support? These aren't just hypotheticals with Humana's MarketPoint Brokerage.

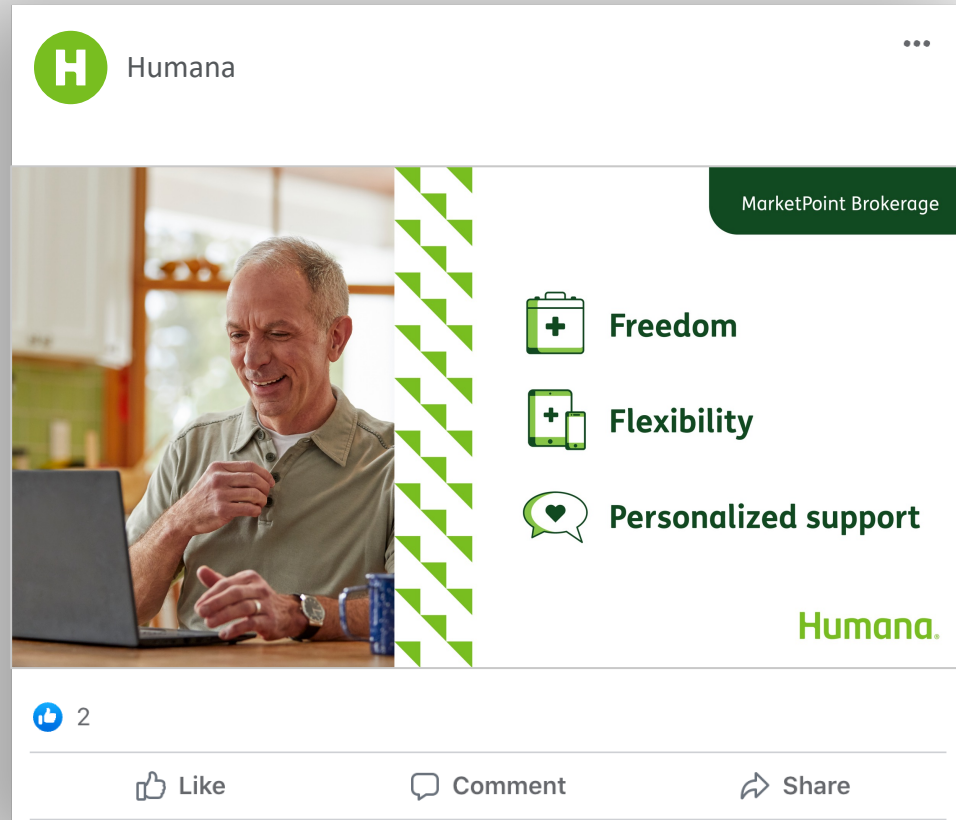
MarketPoint Brokerage allows you to offer clients expanded plan options from across top national carriers.

You choose how you receive your leads. We feed you qualified leads from multiple sources—then you take it from there.

Every step of the way, you get the personal support of a tight-knit crew backed by the resources of a Fortune 50 company.

For more about how Humana's MarketPoint Brokerage can help make freedom, flexibility and support your reality, check out [ReadyForHumana.com/marketpoint-brokerage/](https://ReadyForHumana.com/marketpoint-brokerage/).

# MarketPoint Brokerage Overview Post – Option 2



## CAPTION:

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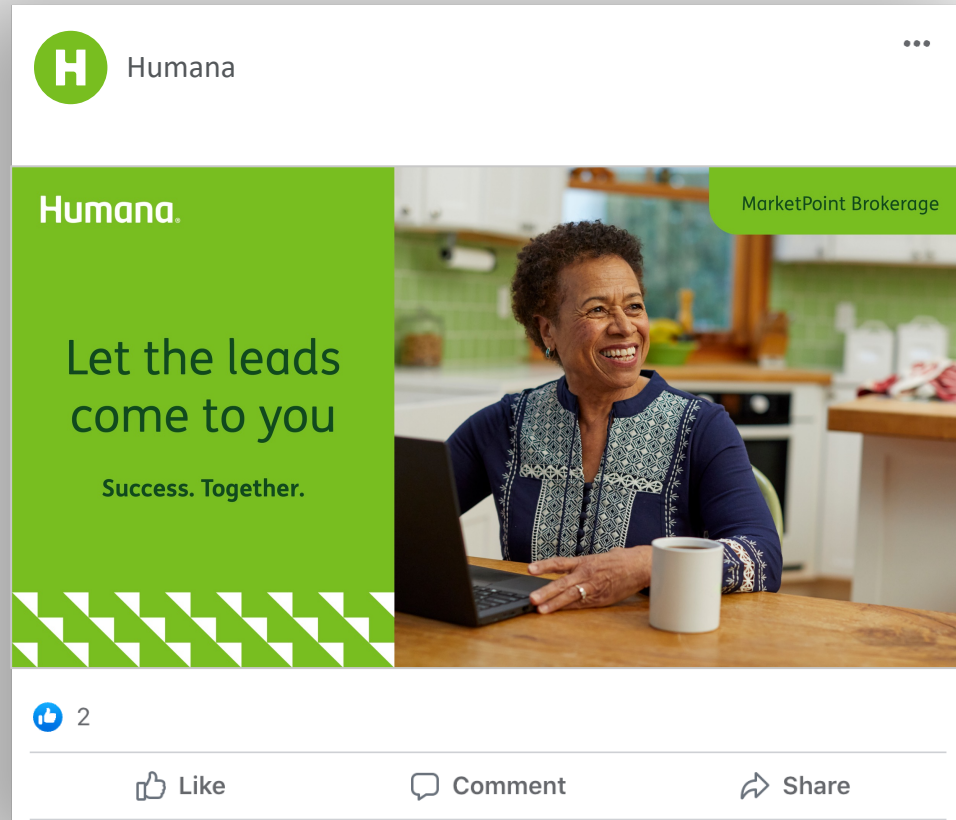
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**Leads Post**

# Leads Post – Option 1



## CAPTION:

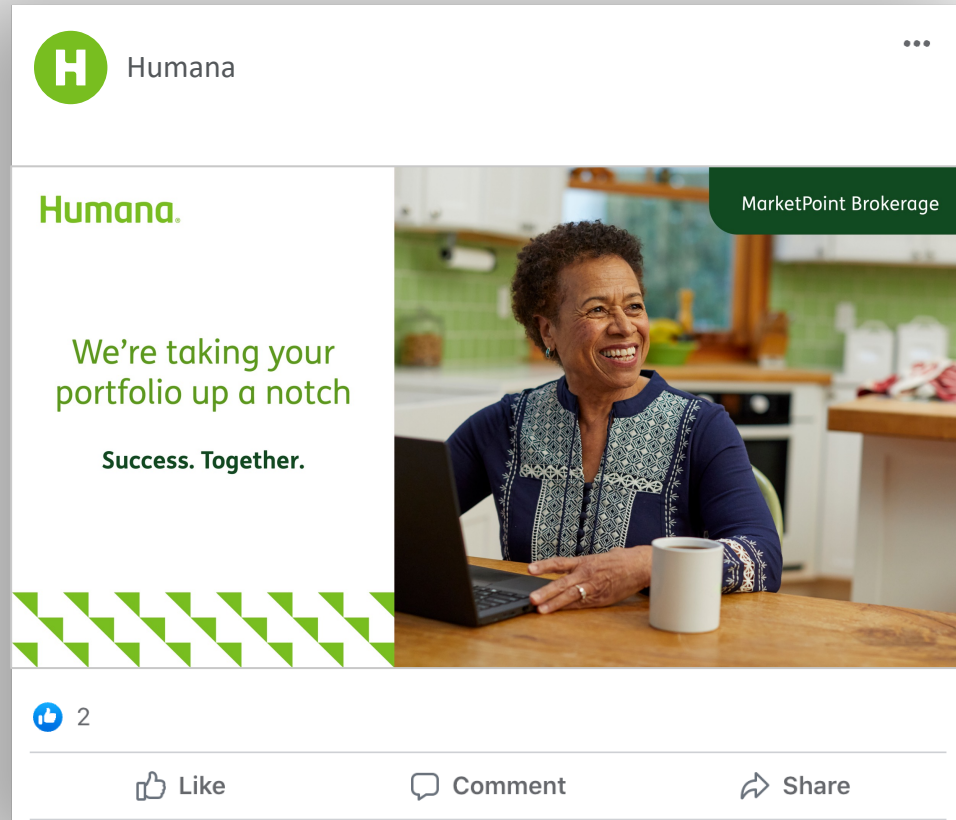
Instead of hunting down [#HealthInsurance](#) leads, let them come to you. Humana's MarketPoint Brokerage delivers qualified leads ready for you to convert into sales.

- Receive calls from in-market consumer leads via online and television ads.
- Reach out to leads who have given permission to be contacted for marketing purposes.
- You have the option of selling the non-Humana plans depending on which plan and carrier would best meet the prospect's needs.
- The Humana Retail Program positions you to meet prospects face-to-face where they shop locally!

Get our free guide to lead generation when you sign up to learn more today at

[ReadyForHumana.com/marketpoint-brokerage/](https://ReadyForHumana.com/marketpoint-brokerage/).

## Leads Post – Option 2



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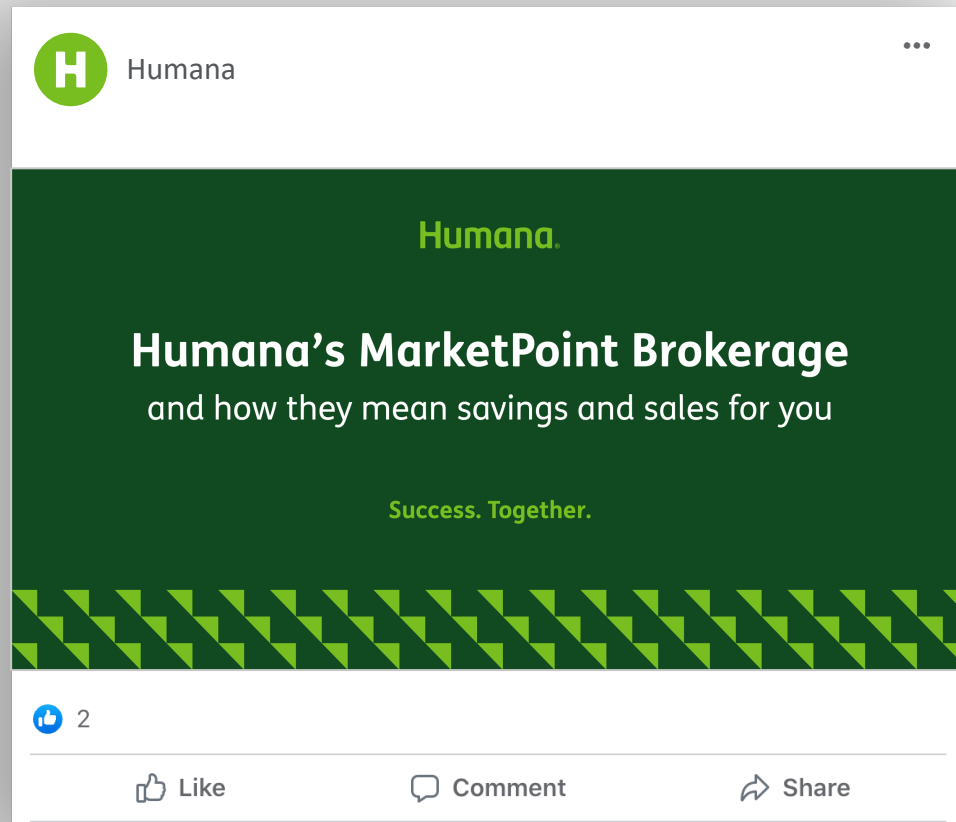
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# Numbers to Know Post



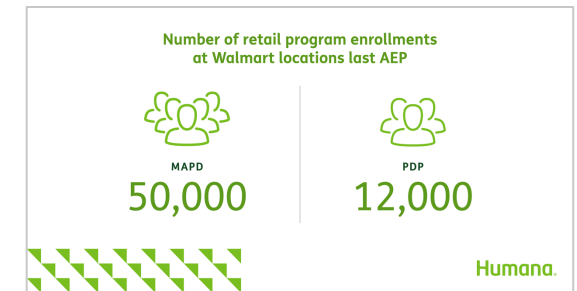
# Numbers to Know Post



## SLIDE 2



## SLIDE 3



### CAPTION:

Here are some magic numbers about Humana's MarketPoint Brokerage—and how they mean savings and [#HealthInsurance](#) sales for you.

Experience the full program benefits when you contract with at least 2 carriers in addition to Humana.

We've got plenty more compelling numbers to share with you! Find out more about MarketPoint Brokerage today at [ReadyForHumana.com/marketpoint-brokerage/](https://ReadyForHumana.com/marketpoint-brokerage/).

Data is based on enrollments recorded by agents representing Humana and other carriers at Walmart locations during 2022 AEP.


# Numbers to Know Post

SLIDE 1

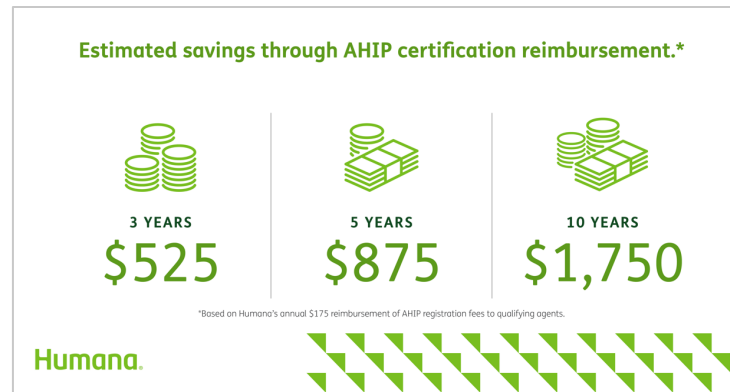
**Humana.**

**Humana's MarketPoint Brokerage**  
and how they mean savings and sales for you

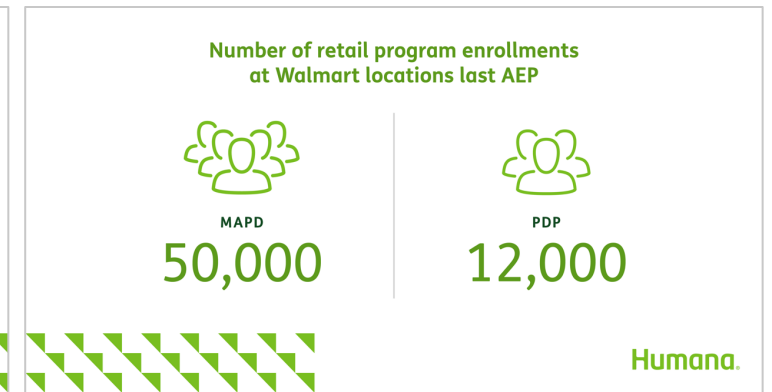
**Success. Together.**



SLIDE 2



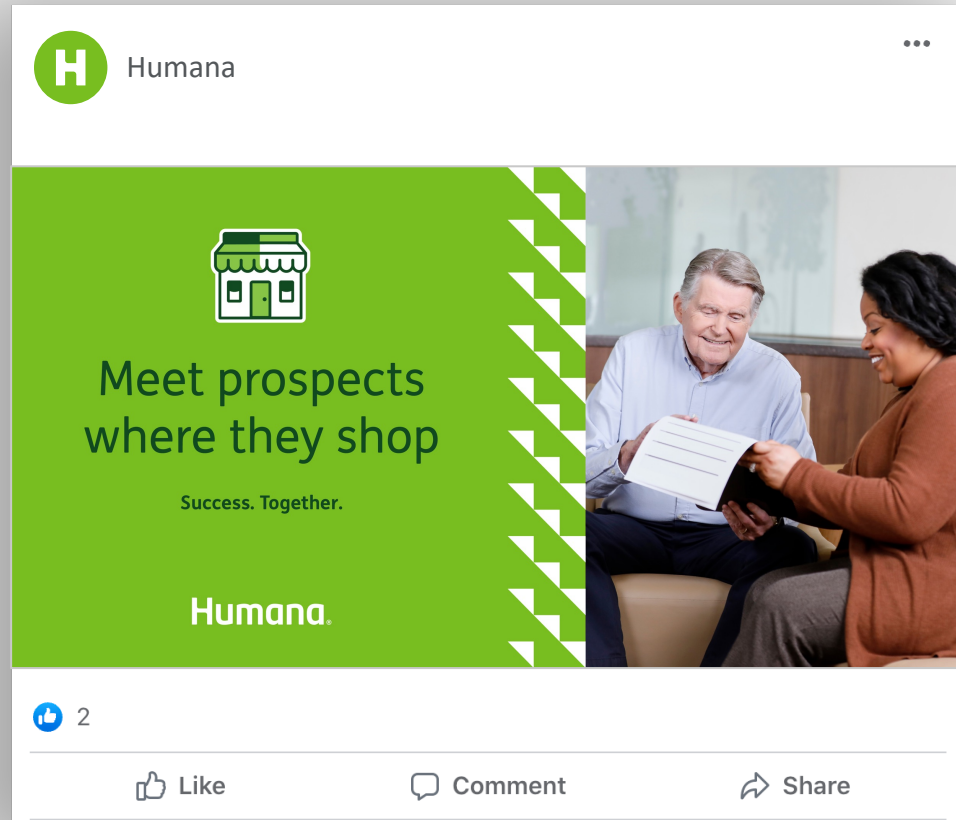
SLIDE 3



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# Retail Access Post

# Retail Access Post



## CAPTION:

In the [#HealthInsurance](#) world, nothing replaces a face-to-face connection with clients. That's why Humana's MarketPoint Brokerage offers the Humana Retail Program to help you meet prospects where they shop.

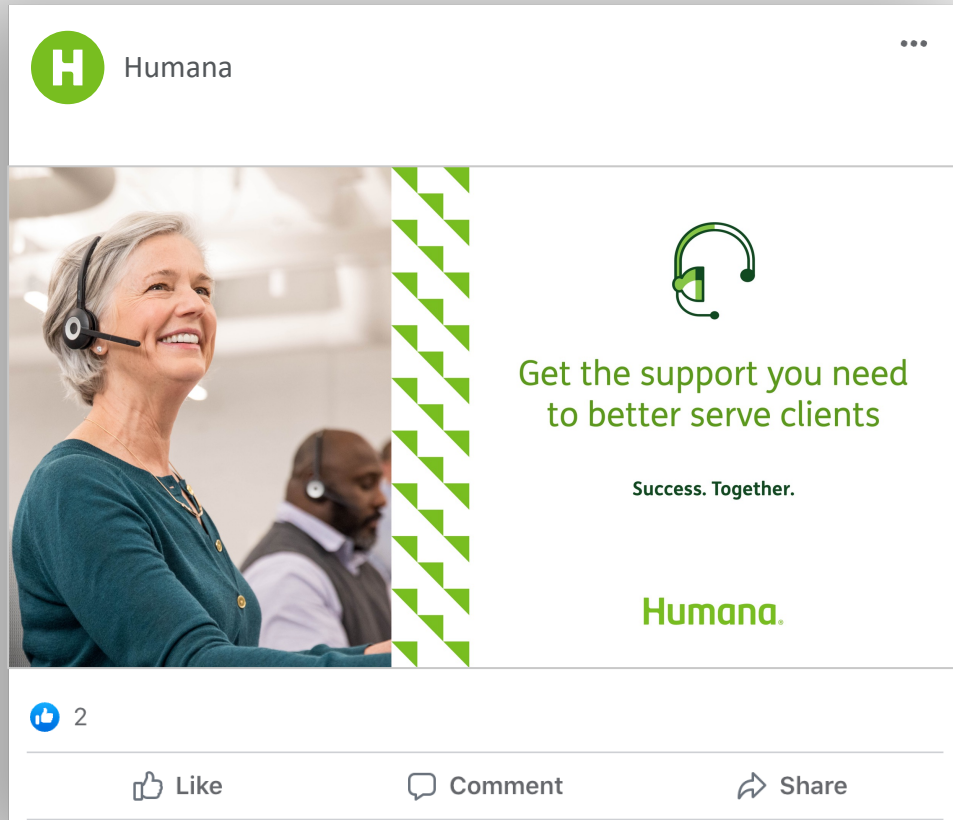
Take advantage of our collaboration with national chains like Walmart as well as local stores. Last AEP, our agents generated over 50,000 MAPD enrollments and 12,000 PDP enrollments at more than 3,000 U.S. Walmart locations.

Are you ready to meet your next clients? Take the next step toward joining MarketPoint Brokerage today at [ReadyForHumana.com/marketpoint-brokerage/](https://ReadyForHumana.com/marketpoint-brokerage/).

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**Support Post**

# Support Post



## CAPTION:

Another irresistible reason why almost 2,000 [#HealthInsurance](#) agents across the country have joined Humana's MarketPoint Brokerage: to get the support they need to better serve clients.

With MarketPoint Brokerage you get your own dedicated Sales Executive as well as local, personalized support from our network of sales offices around the country. They work with you to help clients find the right plans for their needs.

We even help you save money. Qualifying MarketPoint Brokerage agents can save on certifications through AHIP reimbursements. We also provide funds that can be used in Humana's Marketing Resource Center to help cover marketing costs.

Get our free guide to lead generation when you sign up to learn more today at

[ReadyForHumana.com/marketpoint-brokerage/](https://ReadyForHumana.com/marketpoint-brokerage/).

# Article Shares

# Article Share: Make More Sales With MPB

## CAPTION:

With available options increasing by the year, beneficiaries need guidance navigating plans and carriers more than ever. Humana's MarketPoint Brokerage helps position you as a [#HealthInsurance](#) expert that overwhelmed clients can trust.

By putting plans from across top carriers in your offerings and funneling prospects in need of assistance right to you, MarketPoint Brokerage helps multiply your impact and sales opportunities. We even provide funds that can be used in Humana's Marketing Resource Center to help cover marketing outreach costs like direct mail campaigns.

Want to learn about making more sales and a bigger difference? Get more details from this article:  
[\[link to pending article on ReadyForHumana.com\]](#)



# Article Share: Making Your First Sales

## CAPTION:

#HealthInsurance sales success builds on itself, leading to momentum, motivation and referrals—but making those first sales can be daunting.

To help you get the ball rolling, we've rounded up some expert-tested, tried and true strategies. Learn how to find leads in your own network, your local community, and online and to turn them into sales.

And remember, you don't have to do it alone. Humana provides support for lead generation, sales presentations, enrollment, multiple languages and more. Learn more about sales tactics and support resources to help simplify your first sales from this article: [\[link to pending article on ReadyForHumana.com\]](#)

# Article Share: MPB Helps Agents Grow Their Books

## CAPTION:

Helping people. Financial opportunity. Flexibility. Do any of these sound like the reasons you got into Medicare [#HealthInsurance](#) sales? Humana's MarketPoint Brokerage helps grow your books in three ways so you can realize your goals.

1. We welcome the competition: MarketPoint agents can offer clients more options with plans from multiple carriers.
2. Enhanced lead support: We streamline lead generation so you can focus on selling.
3. A superior grassroots retail program: Host tabling events at retailers like Walmart and local stores to meet prospects face-to-face where they shop.

Learn more about how MarketPoint Brokerage helps grow your books—and your dreams—in this article: [ReadyForHumana.com/2021/07/07/three-ways-marketpoint-brokerage-helps-agents-grow-their-books/](https://ReadyForHumana.com/2021/07/07/three-ways-marketpoint-brokerage-helps-agents-grow-their-books/)

# Polls

# LinkedIn Poll: MPB Helps Agents Grow Their Books

## Question:

Agents! What do you look for in a Medicare carrier you partner with?

## Answer Options:

- A. High quality leads
- B. Agent support network
- C. Sales and marketing resources
- D. Competitive plans
- E. Superior customer support

## LinkedIn Poll: Support Resources Poll

### Question:

Agents! Which additional/improved support resource from your partner Medicare carrier could you benefit from the most?

### Answer Options:

- A. Marketing assets
- B. Dedicated sales executive
- C. Multicultural support
- D. Enrollment technology
- E. Certification subsidies