



2024

# Go365 Medicare agent toolkit

- **What's inside**
- Member marketing materials
- Ways to earn with Go365 by Humana®
- Outreach ideas



To our valued agent,

The 2024 Go365 by Humana® Medicare agent toolkit helps make talking about Go365 with members easy. Everything you need to know about Go365, Humana’s market-differentiating well-being and rewards program for eligible Medicare Advantage and dual-eligible members, is included here.

### How to talk about Go365

Go365 is an exciting program to include in your conversations with members and prospects. Here are some talking points to bookmark:



Go365 by Humana members can redeem their rewards for gift cards to retailers they know and love.\*



Members are already enrolled in Go365 and can get started by activating their account at MyHumana.com or by calling the number on the back of their Humana ID card.



Members can participate online or through an offline paper-based experience. If participating offline, members can call the number on the back of their Humana ID card or fill out the information card in the Humana Welcome Packet.



Activities must be reported **within 90 days of completion** to earn rewards. Rewards must be redeemed by Dec. 31 or they will be forfeited.

We look forward to continuing to support your sales goals and helping to improve the health of our members.

Sincerely,  
Go365 Sales & Market Support Team

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Hear what agents just like you are saying about Go365 in this **2-minute video.**

\* Rewards have no cash value and must be earned and redeemed within the same program year. Any rewards not redeemed by Dec. 31 will expire.

# Individual Medicare Advantage members

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# Member earning opportunities

For Medicare Advantage members only

Activity	Go365 rewards	Activity limit
GET HEALTHY: Preventive screenings		
Annual Wellness Visit	\$25 in rewards	1 per year
Mammogram <b>OR</b> Colorectal screening	\$50 in rewards for completion of either screening	1 per year
Diabetic bundle: Diabetic kidney urine test, Diabetic kidney blood test, Diabetic eye exam, Hemoglobin HbA1c test	\$40 for completion of all four screenings	1 per year
Your reward will show up automatically in your Go365 account if billed through your Humana medical or pharmacy plan. This can take up to 90 days.		
GET INVOLVED: Connect and learn		
Attend a health education or art class, participate in an athletic event, social club, or religious gathering or event once per month	\$5 in rewards	\$5 total per year <b>Must report activity within 90 days</b>
Complete enroll and onboard online through Humana.com (new members only)	\$5 in rewards	
Staying connected socially is important to your overall health and well-being. Social and cognitive activities may help contribute to better long-term mental health, and may help ward off dementia and depression. <sup>1,2</sup>		
GET ACTIVE: Exercise and fitness		
Complete a minimum of 12 workouts per month tracked via SilverSneakers®, fitness device, online or paper-based tracker. Other physical activities may include golfing, cycling, swimming, Zumba, yoga, strength training, etc.	\$5 in rewards	\$5 per quarter with 2 months of documented workouts (\$20 annual maximum) <b>Must report activity within 90 days</b>
The Centers for Disease Control and Prevention recommend 150 minutes of activity a week to help manage or prevent health problems and maintain independence. <sup>3</sup>		

## Sources

1. "Broader Social Interaction Keeps Older Adults More Active," Harvard Health Publishing, last accessed June 30, 2022, [www.health.harvard.edu/mind-and-mood/broader-social-interaction-keeps-older-adults-more-active](http://www.health.harvard.edu/mind-and-mood/broader-social-interaction-keeps-older-adults-more-active).
2. "Loneliness and Social Isolation Linked to Serious Health Conditions," Centers for Disease Control and Prevention (CDC), last accessed June 30, 2022, [www.cdc.gov/aging/publications/features/lonely-older-adults.html%5C](http://www.cdc.gov/aging/publications/features/lonely-older-adults.html%5C).
3. "How Much Physical Activity Do Older Adults Need?," Centers for Disease Control and Prevention, last accessed August 24, 2022, [www.cdc.gov/physicalactivity/basics/older\\_adults/index.htm](http://www.cdc.gov/physicalactivity/basics/older_adults/index.htm).

Rewards have no cash value and must be earned and redeemed within the same plan year. Rewards not redeemed before Dec. 31 will be forfeited.

Some items may be discontinued in the Go365 Mall and new items may be added. For the most updated list, visit [Go365.com](http://Go365.com) or call 866-677-0999.

Gift cards cannot be used to purchase prescription drugs or medical services that are covered by Medicare, Medicaid or other federal healthcare programs, alcohol, tobacco, e-cigarettes, or firearms. Gift cards must not be converted to cash.

Receive language assistance or have materials provided in alternative formats as noted in the enclosed accessibility flyer.

For agent use only. Not intended for the general public. Confidential and proprietary information. In Kansas, Humana agents and sales representatives are prohibited from conducting pre-sale conversations with clients regarding Go365, EAP, or other value-added services.



This collection of Go365 marketing materials for Medicare Advantage members includes direct links and brief descriptions. You can find Go365 materials on the Marketing Resource Center (MRC).



## Member marketing materials

For Medicare Advantage members only

### Promotional flyers

#### Get started flyer

Provides easy steps to get started with Go365 online or through the mail.

#### Mall catalog flyer

Outlines ways to redeem gift cards in 3 easy steps while highlighting the brands and gift card amounts available.

#### Earning rewards flyer

Highlights program benefits, how to get started and a chart of rewardable activities.

### Forms to redeem rewards

#### 2024 activity tracker

Members use the enclosed coupons to track their workouts and social and health education activities. Completed coupons must be sent to Go365 by Humana within 90 days after completing the activity.

#### Prevention activity form

Form to be completed by member to receive a reward when a prevention activity has been completed out of network. Form can be submitted online or by mail. **NOTE: A medical claim will also be processed by Humana for prevention activities. If a member does not want to wait to be rewarded, this form can be submitted.**

# Dual-Eligible (DSNP) members

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# Member earning opportunities

For DSNP members only

Activity	Go365 rewards	Activity limit
<b>GET HEALTHY: Preventive screenings</b>		
Annual Wellness Visit	\$25 in rewards	1 per year
Mammogram	\$30 in rewards	1 per year
Colorectal screening	\$50 in rewards	1 per year
Diabetic bundle: Diabetic kidney urine test, Diabetic kidney blood test, Diabetic eye exam, Hemoglobin HbA1c test	\$40 for completion of all four screenings	1 per year
Your reward will show up automatically in your Go365 account if billed through your Humana medical or pharmacy plan. This can take up to 90 days.		
<b>GET INVOLVED: Connect and learn</b>		
Attend a health education or art class, participate in an athletic event, social club, or religious gathering or event once per month	\$5 in rewards	\$5 per month (\$20 annual maximum)
Complete enroll and onboard online through Humana.com (new members only)	\$5 in rewards	<b>Must report activity within 90 days</b>
Staying connected socially is important to your overall health and well-being. Social and cognitive activities may help contribute to better long-term mental health, and may help ward off dementia and depression. <sup>1,2</sup>		
<b>GET ACTIVE: Exercise and fitness</b>		
Complete a minimum of 12 workouts per month tracked via SilverSneakers®, fitness device, online or paper-based tracker. Other physical activities may include golfing, cycling, swimming, Zumba, yoga, strength training, etc.	\$5 in rewards	\$5 for completing 12 workouts/month (\$60 annual maximum) <b>Must report activity within 90 days</b>
The Centers for Disease Control and Prevention recommend 150 minutes of activity a week to help manage or prevent health problems and maintain independence. <sup>3</sup>		

## Sources

1. "Broader Social Interaction Keeps Older Adults More Active," Harvard Health Publishing, last accessed June 30, 2022, [www.health.harvard.edu/mind-and-mood/broader-social-interaction-keeps-older-adults-more-active](http://www.health.harvard.edu/mind-and-mood/broader-social-interaction-keeps-older-adults-more-active).
2. "Loneliness and Social Isolation Linked to Serious Health Conditions," Centers for Disease Control and Prevention (CDC), last accessed June 30, 2022, [www.cdc.gov/aging/publications/features/lonely-older-adults.html%5C](http://www.cdc.gov/aging/publications/features/lonely-older-adults.html%5C).
3. "How Much Physical Activity Do Older Adults Need?," Centers for Disease Control and Prevention, last accessed August 24, 2022, [www.cdc.gov/physicalactivity/basics/older\\_adults/index.htm](http://www.cdc.gov/physicalactivity/basics/older_adults/index.htm).

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## Member marketing materials

For DSNP members only

### Promotional flyers

#### Get started flyer

Provides easy steps to get started with Go365 online or through the mail.

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#### Mall catalog flyer

Outlines ways to redeem gift cards in 3 easy steps while highlighting the brands and gift card amounts available.

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#### Earning rewards flyer

Highlights program benefits, how to get started and a chart of rewardable activities.

### Forms to redeem rewards

#### 2024 activity tracker

Members use the enclosed coupons to track their workouts and social and health education activities. Completed coupons must be sent to Go365 by Humana within 90 days after completing the activity.

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Form to be completed by member to receive a reward when a prevention activity has been completed out of network. Form can be submitted online or by mail. **NOTE: A medical claim will also be processed by Humana for prevention activities. If a member does not want to wait to be rewarded, this form can be submitted.**



# Go365 offers something for everyone



**Did you know that 70% of agents agree Go365 is a powerful sales and retention tool?\***

If you're not using this program to your advantage, you may be missing out on a valuable connection point.

Let Go365 by Humana® help you connect with members and bring in new clients. Below are ideas for events to build in to your annual plan. What's in it for members? They can earn rewards for attending these types of activities.

## Coordinate volunteer events, including:

- Provide/serve food at local shelters or organizations like Meals on Wheels
- Read to children or adult English learners
- Volunteer at a local animal shelter
- Help clean up a local park or playground
- Volunteer at shelters/homes for LGBTQ+ youth
- Donate blood at your local American Red Cross
- Promote world peace by joining the Peace Corps 50+ initiative
- Improve the lives of veterans and military families with USO

## Encourage social and educational events

If you facilitate a virtual education session, make sure attendees know how to get connected in advance. Consider partnering with a local hospital, provider office, business or community group for subject matter expertise. Some ideas include:

- Set up a bridge or card club
- Organize a get-together at the local VFW
- Promote learning sessions through the wellness library on [Go365.com](https://www.go365.com)
- Organize a crafting event at a local community center
- Perform a healthy cooking demonstration

According to 100.6 of the MMCM, marketing of rewards and incentive programs must:

- Be provided to all current and potential enrollees without discrimination; and
- Be provided in conjunction with information about plan benefits



Members can boost brain health with Brain Games on Go365. These interactive brain challenges can be found in the wellness library on [Go365.com](https://www.go365.com).



\* Agent Experience Survey responses, completed May 2022 across 4 primary agent channels selling MA plans for Humana.

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## Important

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### At Humana, it is important you are treated fairly.

Humana Inc. and its subsidiaries comply with applicable Federal civil rights laws and do not discriminate on the basis of race, color, national origin, ancestry, ethnicity, sex, sexual orientation, gender, gender identity, disability, age, marital status, religion, or language in their programs and activities, including in admission or access to, or treatment or employment in, their programs and activities.

- The following department has been designated to handle inquiries regarding Humana's non-discrimination policies: Discrimination Grievances, P.O. Box 14618, Lexington, KY 40512-4618, **877-320-1235 (TTY: 711)**.

### Auxiliary aids and services, free of charge, are available to you.

**877-320-1235 (TTY: 711)**

Humana provides free auxiliary aids and services, such as qualified sign language interpreters, video remote interpretation, and written information in other formats to people with disabilities when such auxiliary aids and services are necessary to ensure an equal opportunity to participate.

**This information is available for free in other languages. Please call our Customer Care number at 877-320-1235 (TTY: 711). Hours of operation: 8 a.m. – 8 p.m., Eastern time.**

**Español (Spanish):** Llame al número indicado para recibir servicios gratuitos de asistencia lingüística. **877-320-1235 (TTY: 711)**. Horas de operación: 8 a.m. a 8 p.m. hora del este.

**繁體中文 (Chinese):** 本資訊也有其他語言版本可供免費索取。請致電客戶服務部：**877-320-1235 (聽障專線：711)**。  
辦公時間：東部時間上午 8 時至晚上 8 時。



Humana is a Medicare Advantage HMO, PPO, and PFFS organization with a Medicare contract. Enrollment in any Humana plan depends on contract.

Rewards have no cash value and must be earned and redeemed within the same plan year. Rewards not redeemed before Dec. 31 will be forfeited.