

Networking in a Box: What's Included

Leverage your provider networking assets!



Building relationships with local providers is a great way to grow your business. Use these materials to help you become a successful advocate in your community, helping patients get the Medicare plan that's best for them.

Included in Your Networking Kit



Agent Introduction Letter

Introduce yourself as a Medicare resource patients can trust.



Flyer

Leave behind to remind providers how you can help their patients by answering their Medicare questions.



Provider How-To Guides: Doctor, Pharmacy, Dental Offices

Guides for each kind of provider you may work with: doctor, pharmacy and dental offices. Each one has simple tips to help you serve their needs.



Provider Types Guide

Get to know some of the differences between three types of provider offices and how to

How to Use Your Materials

- 1 Read over all of the materials so you understand the whole process.
- 2 Choose the providers you will reach out to first, and print copies of your Introduction Letter. Sign the letter as a personal touch.
- 3 Print out copies of the leave-behind Flyer to bring with you.
- 4 Start making connections.

Growing Your Network

Be yourself. Making connections in your community is more successful when you meet others through your own passions and interests. Try joining Facebook groups, work with local churches, social clubs, art or exercise groups and more.

Finally, discover ways to let providers know you are a local resource. Social media is just one method to put the word out. Reference our "How-To Social Media Guide" for more tips!

Help your patients get the Medicare plan that's right for them.

Hello,

My name is <First Name> and I am a licensed Medicare agent, serving the <local> community. I want to be a resource for you and your patients. When your patients have the Medicare coverage they need, they benefit — and so does your business.

I'm proud to be a community advocate. My goal is to ensure your patients have the Medicare coverage that suits their unique health care needs.

I do this by acting as a trusted guide to help them feel more confident in their plan choice. By helping them, I hope you'll see an increased satisfaction with their health care.

Benefits of working with me:

- I'm a community advocate, focused on partnerships and serving people in our area.
- I'm a licensed insurance agent with a full portfolio of Medicare plans.
- As a local Medicare resource, I can quickly help your patients when they have questions.
- I'm here to help your patients, at no cost to you, or your patients.
- You'll have more time to provide quality care when your patients have their right coverage.

Let's talk more. Call me today, and we'll discuss ways I can best assist your patients in a way that best suits your office.

Sincerely,

Licensed Insurance Agent

When your patients get the Medicare coverage they need, you both benefit

I'm here to help you provide the best possible care to your patients. I can be your resource to make sure they have their right Medicare plan.



How I can help you

When we work together, there are many ways your practice — and your patients — can benefit.



Higher patient retention

Health care costs directly impact your patients. I can help them find their right Medicare coverage and greater peace of mind.



Comprehensive patient coverage

When your patients have an ongoing agent relationship, gaps in their coverage can be found and addressed with insurance solutions that meet all their health care requirements.



Satisfied patients

Patients want trusted resources for their questions. When they are supported, patients are happier — and more likely to send referrals to you!

About me and my services

I'm a licensed Medicare agent, here to serve my community by connecting people to their right Medicare plan.

Reach out to me and I can help your patients with their coverage questions.

Contact me today:

Licensed Insurance Agent



HOW-TO GUIDE: STARTING THE CONVERSATION WITH PHARMACIES

Tips for building relationships with local pharmacies.

Starting the Relationship

Your goal is to become a local, trusted resource for Medicare guidance. Here's a few ideas to start relationships with pharmacies.

- Search for “mom and pop” pharmacies in your area. These tend to be easier to start a conversation with compared to national pharmacies.
- Call each pharmacy to introduce yourself, and ask to speak to the owner or manager. Introduce yourself as a local agent and community resource.
- Ask when would be a good time to bring some snacks for the staff.
- When you visit, bring a copy of your introduction letter and flyer to leave with them.
- Ask them about any upcoming events, and offer to participate. Offer to laminate their patients, Medicare cards.
- Be real. Be friendly — when they can tell that you care, they will care about what you offer.

Be Compliant!

Your interactions with health care providers need to always adhere to the the Federal Anti-Kickback Statute (42 U.S.C. 1320a-7b), a criminal law which places strict limitations on payments or gifts connected to health providers or patients who receive federally funded services. Find out more [here](#).



Understanding What Pharmacies Care About

Provider offices all work in unique ways, but pharmacies will often have common concerns and needs for helping their patients. Get to know some basics so you're ready to help:

- Be prepared with helpful information about popular drugs that may not be covered by some of the available plans.
- Get to know recent changes in drug coverage for local carrier plans and how this may affect their patients.
- Offer to help their clients understand cost, medication coverage and deductible.

Nurture the Relationship

Increase your “stickiness” so that each pharmacy remembers you with simple gestures:

- Offer to stock their bowl of mints or candy. This gives you the chance to keep coming back.
- Deliver healthy snacks for the staff (make sure you leave a note with the food, reminding them you have stopped by and how to get in touch).
- Talk to everyone you encounter to build a friendly and trusting relationship.
- Sponsor their prescription bags — ask your FMO for vendor recommendations.
- Leave behind branded items with your information on them, such as pill holders or drug tracker cards.




Be Their Local Resource

Your relationship with pharmacies can help their patients' well-being. You're helping with patient peace of mind, answering their broader health care coverage questions, supporting higher patient satisfaction and making sure patients have access to the right Medicare plan for their needs.



KNOW YOUR PROVIDERS: DOCTORS, DENTISTS AND PHARMACISTS

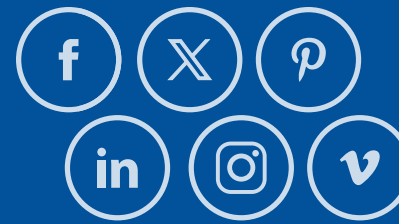
Introducing yourself to providers can help your business grow and make a bigger difference. Each provider type has unique needs. Use this guide to reference the needs of each provider type as you meet with them.

 Doctor Offices	 Pharmacies	 Dental Offices
<ul style="list-style-type: none">• Spend a lot of time managing billing and carrier relationships, so it's important to be informed about carrier changes – even local plan changes can affect patients.• May move locations. If their patients want to stay with them, they might need help understanding their network coverage.• Have limited time with each patient. Having a trusted Medicare resource can help doctors serve their patients better.	<ul style="list-style-type: none">• Smaller “mom & pop” pharmacies build new trusting relationships with their patients through their community connections and friendliness.• Want to make sure their patients are taking their medications on schedule and as prescribed.• Want to help their patients with any potential cost savings.• It's important to know changes in carrier drug coverage since this may affect their customers.	<ul style="list-style-type: none">• Need to ensure their patients are covered before they offer / start dental work or surgeries.• Don't want patients skipping procedures due to lack of coverage.• Need help to understand which Medicare plans in their area may offer dental coverage.• Need a trusted resource who can answer their patients' coverage questions.

It's Time to Begin!

Now that you know some of the differences between provider offices, you'll be more prepared to help them serve their patients better. In order to stay top-of-mind, leave behind assets with your information on them that offices and their patients can use (pens, sponsored prescription bags, medication trackers, notepads, etc). Be sure to ask your FMO for more information about this.

SOCIAL MEDIA QUICK GUIDE



Ready to use social media to help expand your book of business? To begin, you'll need to create a business page. Facebook offers a great [Step-by-Step Guide](#) on how to do this.

All social media content is subject to [CMS Medicare Communications and Marketing Guidelines](#). **Before you start creating posts, it's crucial to understand and follow the guidelines.** Failure to comply puts you at risk for penalties, including the risk of losing your license. Contact your upline Compliance Officer and have your content approved before posting.

As you get started, follow the recommendations below to create successful posts.

DO'S — WHAT MAKES A GOOD SOCIAL MEDIA POST?

Clear Messaging



Make sure your posts use easy-to-understand language to make a simple, useful point.

Use Images



Your posts will do better when they catch people's attention with a photo or an attractive design.

Deliver Knowledge



Share educational information to help your audience understand insurance basics.

Call-to-Action (CTA)



Always include a CTA to encourage followers to inquire, share or visit your website.

Brand Yourself



Find a visual style and stay close to it so that your audience gets to know you and your style.

Use Templates



Start simple with materials from your FMO, then expand into free post templates available online.

DON'TS — STEER CLEAR OF THESE!

- **Avoid Jargon:** Stay clear of industry terms — speak like you're talking with a friend.
- **Don't Overpromote:** Post helpful information without personal sales pitches.
- **Avoid Tricky Topics:** Stay friendly and professional, and keep posts helpful.
- **Don't Forget CMS:** Make sure to follow CMS communication and marketing rules.

TIPS FOR LONG-TERM SUCCESS

- **Hashtag Strategy:** Find an online resource and learn how to use a few hashtags to connect with larger audiences.
- **Respond to People:** Reply to comments, mentions and messages with friendliness and professionalism.
- **Post Regularly:** Maintain a regular posting schedule to keep your audience engaged and informed.
- **Post With Purpose:** Be genuine and professional, and allow people to find you as your following grows.
- **Join an Agent Group on Facebook:** Meet with other agents in your community to see what works for them.

By starting with these guidelines, you can create a professional and friendly social media presence that informs current clients and attracts potential clients, while building a positive reputation within your community. You've got this!