



2020 HBH Walmart Campaign Store Selection and Program Update

April 22, 2019



MarketPoint



Welcome to the 2020 HBH Walmart Program

Staffing requirements

- 20 hours/week *and* at least 3 days/week (additional hours are encouraged)
- *Daily* reporting and checking in with pharmacy is required (90% or better to qualify for refund)
- Agents must have a minimum of 2 participating MA carriers in their market to staff a store

Store fees and reimbursement criteria

- \$500 per store (\$250 deposit only, if you hold 3 MA carriers with Network Insurance SHD and Grupo Latinoamericano)
- \$250 is eligible for refund based on agent compliance and following all program rules
- Agents must have a 90% reporting threshold to qualify for a refund

Program is live 10/07/19 – 12/13/19

- Agents must complete training, sign off on code of conduct and update the portal with their NPN and Multi Carrier appointment information
- Agents should certify/recertify with carriers required in their markets by 9/10

Store Reimbursement and Retention Criteria

Reimbursement criteria

\$250 is eligible for refund based on agent compliance and following all program rules including:

- Agents must have the required minimum of 2 participating Medicare Advantage carriers ready to qualify for the refund
- Agent must attend all events as scheduled. Failure to appear for a scheduled event is a CMS violation
- Agents are required to follow all CMS rules and regulations
- Store must maintain an average of 3 days a week for a total of 20 hours per week for the duration of the program (10/07/19 – 12/13/19)
- Agents must maintain a 90% reporting threshold throughout the program to qualify for a refund

If an agent fails to adhere to any of the items listed above the store refund will be forfeited.

Store Selection Criteria for the “First Right of Refusal” Round 1

- Store must qualify for a refund
- Agent must recertify / certify with two of the participating Medicare Advantage carriers by 9/10 for that store to qualify for the first right of refusal in round 1 the following year
- If you are taking back a zero production store this year, you must provide an explanation why you would want the store back

2020 Key Milestones

Agent/Agency Payment and copy of check being mailed is due as soon as you receive confirmation the store has been secured. You then have until the closing of each round to fully commit to the store or give it back for next Round open pool.

Key Milestone	Date
FMO webinar	04/22/19
Round 1 - Store lists released to FMOs	05/01/19
Round 1 – Store Selection for Round 1 Closes	05/16/19
Round 2 – Store Selection for Round 2 Begins	05/22/19
Memorial Day Holiday	05/27/19
Round 2 – Store Selection for Round 2 Closes	06/17/19
Round 3 – Store Selection for Round 3 Begins	06/24/19
Round 3 – Store Selection for Round 3 Closes	06/28/19
July 4 th Holiday	07/04/19
Agents RTS with 2 or more carriers	09/10/19
First Day in Store	10/07/19
AEP ends	12/07/19
Last Day in Store	12/13/19

For Agent store assignment purposes:

- Store Number
- First Name
- Last Name
- Phone Number (without dashes)
- Agent Email address