

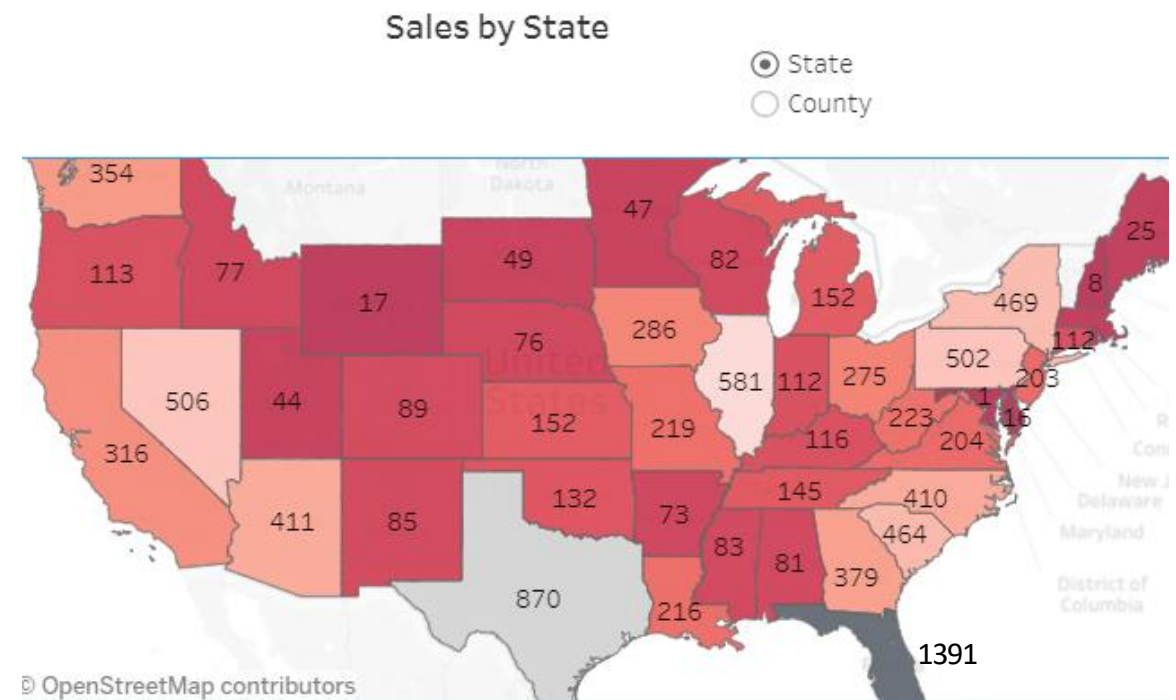
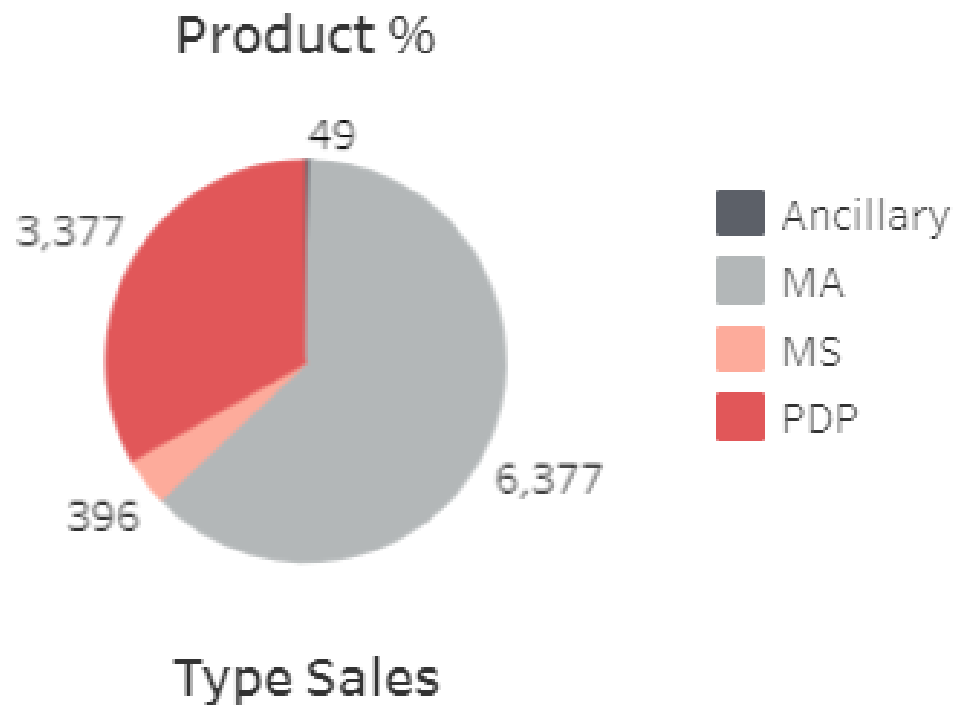
— Medicare Retail Program

Sales Leader Call

- Retail Team: Mandy Herbert, Amy Kochirka, Tom Klaas
- Program Sponsor: Adam Axcell



2021 Retail Sales



YTD. Includes 1/1/21 Effectives

All Retailers



CVS Formats

- Locations with a Minute Clinic:
 - These are clinics inside CVS locations where you can see a NP for ailments/colds.
 - Not every CVS has one.
- HealthHUBS*
 - These are locations that have a greater store format with more opportunities to engage.
 - What could be in a HealthHUB? A Minute Clinic, a Care Concierge (host events and personal discussions for shoppers), a Wellness Room that can be rented for events, a pharmacy consult room for a pharmacist to use with a shopper for a more private discussion.
- Medicare Resource Centers**
 - These are hand-selected HealthHUBs where we rented the Wellness Room and placed a **carrier agnostic agent** inside the room during set days in the week to meet and consult with eligibles/members
 - There are in-store signs and digital kiosks promoting the MRC (even when an agent is not present)
 - There are traffic driving strategies to drive consultations and leads for this agent(s) who is staffing the store.
 - Quick Note: Some folks call them Medicare Knowledge Centers (MKCs) but, that's an old term and they are known as Medicare Resource Centers

*You can do normal in-store events here and rent the Wellness Room. If you want more info on this, just reach out!

**Agents cannot do events at MRC locations unless they are assigned by executive teams



HealthHUB showing a consult room and Care Concierge desk



MRC demand gen



A Minute Clinic in a non HealthHUB

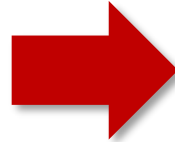


Wellness Room in HealthHUB

Reporting

For more detailed reporting:

- Go to the **Summary** tab to look at an overview of events in your market
- In **Retail Report**, view a detailed snapshot of the retail program with sales per MA, PDP, MS, etc.
 - Filter on your Market and change Main Factor to Agent (see screenshot)
- **Performance** tab helps you track the performance of agents in your market
 - Filter on your market and change the factor to Sales! (see screenshot)
- Go to the **Utilization** tab to see how many stores your market is having events at vs. how many are available
- **Request Summary** tab helps you see how many total events were requested, approved, rejected, etc., per market and by month.
- **FSR Dashboard** shows you all event data per FSR (# of events, # of leads, # of events verified, etc.)



The screenshot displays the Medicare Retail Reporting interface. The top navigation bar includes 'HOME', 'EVENTS', 'STORES', 'REQUESTS', 'THINK AGENT', 'DOCUMENTS', 'DASHBOARD', and 'FEEDBACK'. The 'Summary' tab is active, showing filters for Event Year (2021), Event Month (All), MEPR Year (All), MEPR Month (All), MEPR SNP (All), Status (All), Market (All), Agency (All), Retailer (All), Store Type (All), and Reported (All). A summary card shows 'Total Events' as 10,086 and 'Event Completed' as 10,086. A donut chart shows 'Event Status' with 'Verified %' at 25.8%. A map of the United States highlights several states.

The 'Retail Report' tab is also shown, with filters for Start Date (10/1/2020), End Date (12/31/2020), MEPR Year (All), MEPR Month (All), MEPR SNP (All), Main Factor (Agent), Factor (Agent), Market (Florida), Agency (All), Retailer (All), Store Type (All), and Reported (All). A bar chart shows 'Events' (499), 'AET Leads' (15), and 'OTH Leads' (61) for Florida. A line chart shows 'Total Events vs Leads vs Sales' with values 247, 168, and 77 respectively. A table titled 'Agent and Agent Table' is displayed below.

Main F.	Agents	Total eve..	Cancelled	Comple..	Verified	Verified %	AET Leads	OTH Leads	MA Mepr	PDP Mepr	MS Mepr	ANC Mepr	Reported..
Grand Total	78	499.0	40	459	64	13.9%	15	61	232.0	14.0	1.0	0.0	41.0
James Collins	1	21.0	7	14	6	42.9%	0	0	0.0	0.0	0.0	0.0	7.0
Jeff Weiss	1	18.0	1	17	0	0.0%			9.0	0.0	0.0	0.0	0.0
Kathryn Dix..	1	18.0	2	16	14	87.5%	0	40	2.0	0.0	0.0	0.0	0.0
Deborah Bla..	1	17.0	0	17	0	0.0%			0.0	0.0	0.0	0.0	0.0
Dennis Chan..	1	16.0	7	9	0	0.0%			0.0	0.0	0.0	0.0	0.0
Scott Black	1	16.0	0	16	0	0.0%			0.0	0.0	0.0	0.0	0.0
Johana Osu..	1	13.0	1	12	10	83.3%	0	2	0.0	0.0	0.0	0.0	8.0
Michael San..	1	13.0	0	13	0	0.0%			0.0	0.0	0.0	0.0	0.0
VIOLET KALI..	1	13.0	0	13	0	0.0%			1.0	0.0	0.0	0.0	0.0
Jacobina Tru..	1	12.0	0	12	0	0.0%			5.0	0.0	0.0	0.0	0.0
Julie Carter	1	12.0	0	12	0	0.0%			5.0	7.0	0.0	0.0	0.0

What's Coming Soon from Retail???



MARKET 1:1
WITH SALES
DIRECTORS



RETAIL
ROUNDTABLES
WITH TK



TRAININGS WITH
FUN, EXCITING
UPDATES!



LEADS AND
SALES GALORE



OVERALL JOY
AND
MERRIMENT!



TK is Back!

