



FOR BROKERS

Group Benefits: Marketing kit

In this kit, you'll find marketing tools and resources to help guide your sales conversations with your clients – and provide members with information on their plans.



All products at a glance – personalizable

Provides a high-level view of all Group Benefit's products featuring their primary messaging points. Can be paired with more detailed product information like an all-options summary.

To personalize and save your PDF:

- Click on the link below. Then from your browser, “save as...” the PDF to your computer. This will ensure the fields work properly.
- Enter contact information in fields provided. You can also upload your agency's logo for co-branding.
- Go to the “file” menu and select “print” and choose “Adobe PDF” as the printer
- Press the “print” button to save a PDF to your computer and remove the input fields

> [All products at a glance](#)

Humana®



DENTAL SELLING RESOURCES

PLEASE NOTE: The pre-sale promotional materials in this section can **ONLY** be shared with employers. They are not approved for use with members unless noted otherwise.

Everything you expect and more

At Humana, service is at the heart of everything we do. This includes how we innovate our products, contract with the right providers across the nation, and ensure you have best-in-class service and support.

- Plans built with savings, flexibility and overall health in mind**
We offer a variety of innovative plans for businesses of all sizes and benefits budgets – all built to address whole body health. And your employees will appreciate convenient access to care, including virtual options – and even bringing the dentist right to your workplace!
- Service made simple**
Taking care of you and your employees is what drives us each day. We're always looking for ways to make it easy for you with dedicated support teams for both benefit administrators and members.
- Easy to find a dentist near home, work – or away**
We have one of the largest PPO dental networks with nearly 130,000 unique dentists nationwide. Plus, your employees save on their dental care services with negotiated discounts when they visit an in-network dentist.

More choices than ever for your employees

56% increase since 2016 to 130,000 unique providers

Humana.

Humana Dental plans at a glance

Promote the top reasons to buy Humana Dental plans: Our service, nationwide network, and innovative plans. Pair this piece with the dental all-options summary to provide a complete view of the plans.

> [Humana Dental at a glance](#)

Our dedication to service goes above and beyond expectations

Humana Dental is committed to providing exceptional service to our members and employers. We strive to ensure that every interaction is a positive one, and that we go above and beyond to meet the needs of our customers.

- 99.8% member satisfaction**
- 99.8% employer satisfaction**
- 99.8% claim payment rate**
- 99.8% first call resolution**

Humana.

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Humana.

Dental service:

Get insights on how Humana's service goes above and beyond the industry for our dental plan members:

- > [For large group employers](#)
- > [For small group employers](#)

Choice & value matter to your employees

Humana Dental offers a variety of plan options to meet the needs of your employees. From flexible PPO plans to more affordable DHMO plans, we have the right solution for your business and your employees.

Humana.

Dual choice / plan comparison:

Promote the flexibility to pair our PPO plans with a Prepaid/DHMO dental plan (where available) to provide more value and choice. Plus, see a side-by-side comparison of our plans and a product availability map.

> [Choice and value for employees](#)

Top 3 commonly asked coverage questions

- What is the difference between a PPO and a DHMO plan?**
- What are the key features of a PPO plan?**
- What are the key features of a DHMO plan?**

Humana.

Top three commonly asked dental coverage questions

This piece is for brokers and benefit administrators to help guide decision making on our default benefits, but is not plan specific. **Not approved to share with members.**

> [Top 3 commonly asked questions](#)

Dental plans that care for overall well-being

Humana Dental plans are designed to support the overall health and well-being of your employees. From preventive care to comprehensive treatment, we have the resources to help your employees stay healthy and happy.

Humana.

Enhanced preventive benefits

Promote how Humana's dental plans care for overall well-being, including plans with enhanced preventive benefits.

> [Dental plans that care for overall well-being](#)

Your dental plan extends your benefits to save you money

Humana Dental plans offer a variety of options to help you save money on dental care. From flexible PPO plans to more affordable DHMO plans, we have the right solution for your business and your employees.

Humana.

Extended annual max

Learn more about Humana's unique solution for extended coverage beyond the annual maximum

> [\[Members\] Extended annual maximum](#)



DENTAL SELLING RESOURCES (cont.)

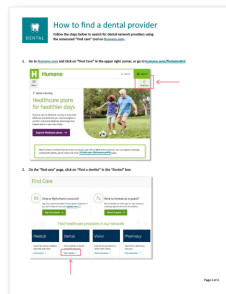
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Dental wellness

Talks about the importance of dental health to overall health

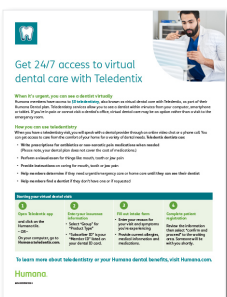
> [Dental wellness flyer](#)



How to find a dental provider job aid

For pre-sale network search, this sales tool walks through how to locate in-network dental providers using the unsecured search tool on Humana.com.

> [How to find a dental provider](#)



Teledentistry

This flyer can be shared with both employers and members to explain how teledentistry with Teledentix works along with tips to help members prepare for their virtual dentist visit.

> [\[MEMBER\] Teledentistry](#)

[illegible]

Promote Humana Vision savings and benefits – along with our newest PLUS plans that provide enhanced member benefits. Pair this piece with the vision all-options summary to provide a complete view of the plans.

NOT available in: NC, OR, RI, TX and WA.

Why choose a Humana vision plan?

- You can make the best decision for your vision needs.
- You can choose from a wide range of vision plans to fit your budget.
- You can get the most out of your vision plan.
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Humana

For more information about Humana vision plans, contact your Humana agent or visit humana.com/vision

Talks about the importance of vision health to overall health

1. On the **Insurance** card, click on "Find a dentist" in the upper right corner on the **Healthcare** tab.

The screenshot shows the HealthCare.gov homepage. The 'Insurance' card is highlighted with a red box. Within this card, the 'Find a dentist' link is highlighted with a red box and a red arrow points to it. The 'Healthcare' tab is also visible.

For pre-sale network search, this sales tool walks through how to locate in-network vision providers using the unsecure search tool on Humana.com.

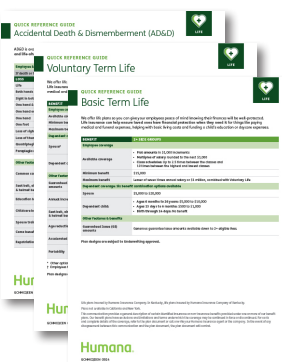
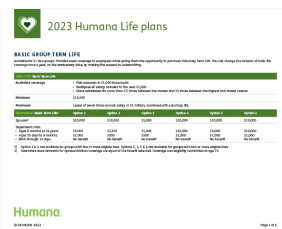
- > How to find a vision provider



All-options plan summary:

View the Humana Life plan designs and standard options available for 2+ size groups.
Not available in New York.

- > Humana Life plans



Our modernized life benefits offer: Security and peace of mind, flexible plan options for today's businesses and specially training service specialists.

Not available in New York.

- > Life plans at a glance

Quick reference plan guides:

These benefits summaries provide an abbreviated view of benefits for Basic & Voluntary Term Life and Accidental Death & Dismemberment (AD&D) as a quick reference leave-behind for employers. **Not available in New York.**

> Basic Term Life

- > Voluntary Term Life

- > Accidental Death & Dismemberment (AD&D)



DISABILITY SELLING RESOURCES

PLEASE NOTE: The pre-sale promotional materials in this section can **ONLY** be shared with employers. They are not approved for use with members unless noted otherwise.

Humana Disability plans at a glance

Paycheck protection helps life stay on track

Most people can't afford to be without their income if they're unable to work because of sickness, injury or disability. Strengthening your employee benefits with Humana's Short- and Long-term Disability plans will help provide that extra financial protection they need to help pay bills while they're out.

Protecting paychecks and financial wellbeing

At Humana, we care for the whole person - physically and emotionally. We can help you protect your employee's paycheck and financial wellbeing so they feel secure, less stressed and more focused on their job.

Easy administration

We offer benefit solutions that seamlessly work together making it easy to administer your employee benefits with service specialists available to guide and support you and your employees.

Modern, flexible plans for businesses big and small

We work with you to build plans to cover the short- and long-term disability needs of your employees. Our flexible designs help you offer an attractive employee benefit package with both employee- and employer-paid options.

Have the bulk of business have less than their own's worth of emergency fund?

25% have no emergency savings
26% have less than their own's worth of emergency fund

Humana.

DISABILITY

Humana Disability plans at a glance

Our disability benefits offer paycheck protection, easy administration and modern, flexible plans for businesses big and small.

> [Disability plans at a glance](#)

Our attention to claims protects you and your employees

The employee's ability to work and earn a paycheck is dependent on their health. That's why we're committed to providing the best disability claims service available. We have a team of experts who will help you understand your employee's benefits and provide the support they need to get back to work as quickly as possible.

Access to disability claims specialists

Access to a team of experts who will help you understand your employee's benefits and provide the support they need to get back to work as quickly as possible.

Easy and private claims process

Access to a team of experts who will help you understand your employee's benefits and provide the support they need to get back to work as quickly as possible.

Resources to help address health concerns

Access to a team of experts who will help you understand your employee's benefits and provide the support they need to get back to work as quickly as possible.

Humana.

Disability claims service:

Insight into the claims service features and benefits that add additional value for employers and members:

> [Disability claims service flyer](#)

Humana Disability plans

LONG-TERM DISABILITY

Humana's Long-term Disability plan provides a comprehensive overview of the benefits available to employees. The plan is designed to provide financial protection in the event of a long-term disability.

Feature	Details
Eligibility	Employees who have worked for the employer for at least 12 months and are at least 18 years old.
Waiting period	90 days.
Benefit period	Up to 24 months.
Benefit amount	Up to 60% of the employee's pre-disability income.
Exclusions	Pre-existing conditions, mental health conditions, and certain other conditions.

Humana.

All-options plan summary:

View the Humana Disability plan designs and standard options available for 2+ size groups. Additional benefit options may be available with underwriting approval.

> [Humana Disability plans](#)

Humana Long-term Disability

This flyer provides a detailed overview of the Long-term Disability plan, including eligibility requirements, benefit amounts, and exclusions.

Feature	Details
Eligibility	Employees who have worked for the employer for at least 12 months and are at least 18 years old.
Waiting period	90 days.
Benefit period	Up to 24 months.
Benefit amount	Up to 60% of the employee's pre-disability income.
Exclusions	Pre-existing conditions, mental health conditions, and certain other conditions.

Humana.

Humana Short-term Disability

This flyer provides a detailed overview of the Short-term Disability plan, including eligibility requirements, benefit amounts, and exclusions.

Feature	Details
Eligibility	Employees who have worked for the employer for at least 12 months and are at least 18 years old.
Waiting period	7 days.
Benefit period	Up to 12 weeks.
Benefit amount	Up to 60% of the employee's pre-disability income.
Exclusions	Pre-existing conditions, mental health conditions, and certain other conditions.

Humana.

Quick reference plan guides:

These benefits summaries provide an abbreviated view of benefits for Long- and Short-term Disability as a quick reference leave-behind for employers.

> [Long-term Disability](#)

> [Short-term Disability](#)

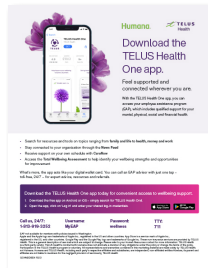
Employee Assistance Program (EAP)

When bundled with Disability, EAP resources for **members** you can also use pre-sale to share program information with employers: **Note: EAP not available for members with policies issued in Washington.**



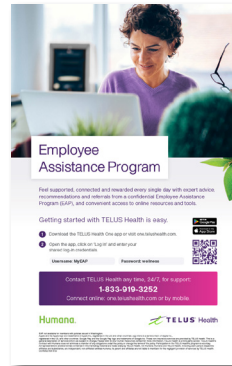
This flyer helps members understand their EAP program benefits along with how to access and login information:

> EAP flyer: [English](#) | [Spanish](#)



LifeWorks app flyer lets members know how to download, login and use the LifeWorks app for EAP services:

> [EAP TELUS Health One app](#)



This **poster** can be displayed in employee break rooms for quick program reference, login information and QR code to download the app:

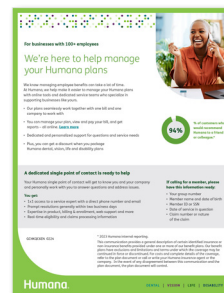
> Breakroom poster: [English](#) | [Spanish](#)

EASY ADMINISTRATION

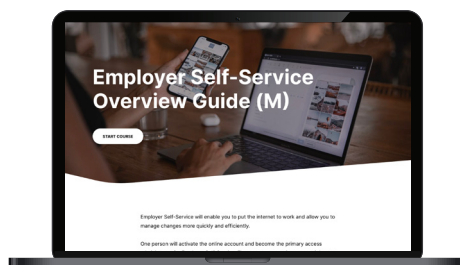
Promote how we're here to help employers manage their Humana plans include the service models available to our small and larger group customers.



> [\[Small group\] Manage your plan](#)



> [\[Large group\] Manage your plan](#)



Online Employer Self-Service guide

Employers can keep a link to this online reference guide for instant reference for how to manage their Humana plans with Employer Self-Service on Humana.com.

> Share the link: [Employer Self-Service Guide](#)

BROKER ONLY RESOURCES

Installation: Launch My Group



Launch My Group™
Implementation made faster and easier for small groups 1-100

What is Launch My Group (LMG)?

- Humana's free online enrollment tool
- Available to licensed agents through Humana's secure web portal, Humana Agent, 24/7
- Available to new and existing Humana brokers, for all lines of coverage—Fully Insured, Local Funded Premium, and Specialty

Why is Launch My Group the preferred method of enrollment?

- Information provided to create the group, and any existing information on current groups, is prepopulated from LMG—less information to gather and enter
- On-screen guidance streamlines steps for missing information
- Multiple enrollment options are available
 - Use our prepopulated list enrollment based on the membership provided for the group and the specific plans and products the group selects
 - Upload your own spreadsheet and attach supporting information from IR to file
 - Enter only the member information that was not provided within the group or available for an existing member directly on screen

What else does LMG offer that's not available through traditional enrollment?

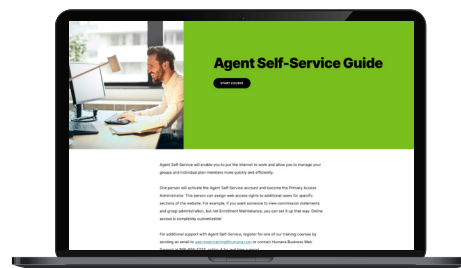
- Faster group enrollment (24 available)—Launch My Group streamlines the plan processing from start to finish
- Additional plan submission resources
 - End-to-end visibility of where the group is in the process, from payment of filing to member status
 - Access to the Humana Lessor and Rate Sheet
 - Temporary member ID cards for medical and dental, along with a spreadsheet of all membership

Questions?
Call 855-330-5100 or email LaunchMyGroup@humana.com to watch our dedicated Launch My Group technical support team, or contact your Humana sales team.

Humana.
GCHL6GYEN 1211 Confidential and proprietary information. For agent use only. Do not distribute.

Launch My Group is a free, online tool that makes implementation faster and easier for your smaller 1-100 size groups.

> [Launch My Group \(LMG\)](#)



Online Agent Self-Service guide

Enables you to manage your groups and plan members more quickly and efficiently.

> [Agent Self-Service Guide](#)

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