

Z Code FFM members T65 more than 4 months out.

Script: “Good Morning/Afternoon Mr./Mrs._____. My name is (your name) and I am a Certified Marketplace Representative with Florida Blue. I have been assigned to your case as your contact Representative and Agent to assist you with your upcoming Marketplace (OBAMACARE) plan renewal. I see that you enrolled into Plan _____ (name the plan) directly through the Marketplace. We are very happy that you entrusted FB with your medical care. Since I have been assigned to your case, I will be able to assist you to complete any income updates, delete or add a dependent, or review your medical plan selection.

You no longer have to call the marketplace and deal with all the confusing steps to get enrolled in a plan. I am here to give you support and assist you with the renewal, and also next year when you turn 65 and qualify for Medicare, I will also walk you through the steps necessary to transition you to one of our Florida Blue Medicare Plans. I will also then invite you to one of our Medicare Educational webinars. Does that sound ok to you, do I have your permission to contact you again? (replied from member should be YES)

Now, In the interim, have you heard of our other supplemental plans like Dental, Accident, Critical Illness or Final Expense coverage?” If replied is NO, continue with “permit me to provide you with information on our Accident plan coverage, because once you are 65 years of age you will not qualify for that coverage. (talk about the Accident plan coverage, highlight the \$75.00 wellness benefit they earn for completing a preventive exam; mammogram, wellness blood work, etc.)

Once you have established the relationship, continue sending them quotes on the different supplemental plans. If they respond back to you with a product inquiry that means they are interested in that quote. Remember to keep them in your calendar to assist them with the Marketplace renewal.