

Overview

The Center for Medicare and Medicaid Services has updated their recommended practices for training of Medicare Advantage Sales Agents and Brokers.

CMS strongly recommends that all Medicare Advantage organizations implement the best practices and will devote considerable oversight attention to marketing and sales practices.

Assessing knowledge of the CMS Medicare Guidelines is one part of the recommended best practices.

Objectives

The purpose of the Medicare Marketing knowledge check is to:

- Assess knowledge of CMS Medicare marketing guidelines and other marketing guidance throughout the sales team responsible for marketing McLaren Advantage HMO products.
- Assess knowledge of the Medicare benefits and McLaren Advantage MAPD.
- Comply with CMS best practices.
- To make sure marketing representatives provide clear and accurate information.

Instructions

- You will be presented with 25 questions related to the CMS marketing guidelines, enrollment guidance, and MAPD plan benefits.

On each page:

- Read each question
- Respond as indicated
- A score of 85% or higher is required to pass.

Name _____

Date _____

Knowledge Check

1. The formulary must cover how many drugs from each therapeutic category (please circle the correct answer)?
 - a. 1
 - b. 2
 - c. 3
 - d. 4

2. According to CMS material distribution guidelines, an organization may (circle all that apply):
 - a. Claim that it is recommended or endorsed by CMS, Medicare, or the Department of Human Services
 - b. Explain that it is approved for participation in the Medicare program
 - c. State that it has a contract to administer Medicare benefits
 - d. Use the term "Medicare Approved" to describe their benefits and services

Indicate whether the following statements are true or false

3. Following the sales presentation, sales staff must wait 48 hours to hold a follow up appointment
 - a. True
 - b. False

4.
 - a. Medicare Part A refers to Medical Insurance
 - True
 - False
 - b. Medicare Part D refers to Medicare Prescription Drug Coverage
 - True
 - False
 - c. Medicare Part B refers to Hospital Insurance
 - True
 - False
 - d. Medicare Part C refers to Medicare Advantage plans
 - True
 - False

5. CMS approval is required for all marketing material
 - True
 - False

6. McLaren Advantage MAPD enrollees must select a participating PCP at the time of enrollment
 - True
 - False
7. Any promotional activities or items offered by plan sponsors, including those that will be used to retain members, must be of nominal value. Nominal value is defined as an item worth \$_____ or less (*Please fill in blank*)
8. Select the enrollment period that best describes when all McLaren Advantage Medicare Eligible can enroll
 - a. ICEP/ICP
 - b. OEP
 - c. AEP
 - d. SEP
9. Which of the following statements describe the services area requirement for McLaren Advantage MAPD products?
 - a. Must Live in Michigan
 - b. Must live in the McLaren service area
 - c. Must live in the McLaren Advantage service area
10. At which type of event can an agent provide a meal?
 - a. A sales/marketing event
 - b. An educational event
11. If you have a prescheduled appointment and the beneficiary is not at home when you get there, you cannot leave any information
 - True
 - False
12. Which of the following statements describes the Medicare requirement for our MAPD population
 - a. Must have Medicare Part A only
 - b. Must have Medicare Part A and Part B
 - c. Must have Medicare Part A, B, and C
13. Which of the following diseases would make a potential member ineligible for the McLaren Advantage MAPD
 - a. Must not have Diabetes
 - b. Must not have End Stage Renal Disease
 - c. Must not have Glaucoma

14. McLaren Advantage MAPD members receive all benefits covered under traditional Medicare plus additional benefits
- True
 - False
15. Martha scheduled an appointment over the phone, but did not document acceptance of the appointment with a scope of appointment. Is that acceptable?
- a. Yes
 - b. No
16. Craig, an un-licensed agent, calls existing McLaren Medicare plan members to talk about the McLaren Advantage Medicare Products. Is that acceptable?
- a. Yes
 - b. No
17. Margaret is a licensed agent, and she has purchased a list of potential Medicare eligible to make calls to set up Medicare Advantage sales appointments. Is she within CMS guidelines?
- a. Yes
 - b. No

Please review the services listed below and decide if the service is a standard Medicare benefit, a benefit of McLaren Advantage MAPD, or not covered:

18. Chiropractic care for subluxation of the spine
- a. Standard Medicare benefit
 - b. McLaren Advantage MAPD
 - c. Not covered
19. Non-emergency transportation
- a. Standard Medicare benefit
 - b. McLaren Advantage MAPD
 - c. Not covered
20. Dentures
- a. Standard Medicare benefit
 - b. McLaren Advantage MAPD
 - c. Not covered
21. Vision care after cataract surgery
- a. Standard Medicare benefit
 - b. McLaren Advantage MAPD
 - c. Not covered

22. Hospice

- a. Standard Medicare benefit
- b. McLaren Advantage MAPD
- c. Not covered

23. Routine Podiatry Services

- a. Standard Medicare benefit
- b. McLaren Advantage MAPD
- c. Not covered

24. DME

- a. Standard Medicare benefit
- b. McLaren Advantage MAPD
- c. Not covered

25. Comprehensive Dental

- a. Standard Medicare benefit
- b. McLaren Advantage MAPD
- c. Not covered