



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.



DENTAL SELLING RESOURCES

Promotional materials that can be shared with **employers**:

Humana Dental at a glance

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 benefit 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 over 105,000 unique dentists nationwide. Plus, your employees save on their dental care services with negotiated discounts when they visit an in-network dentist.

45% Increase in providers since 2016 means more choice for your employees

Year	Providers
2016	75,000
2017	80,000
2018	85,000
2019	90,000
2020	95,000
2021	100,000
2022	105,000

• 105,150+ unique providers
• 530,000+ provider access points

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

We're committed to providing exceptional service to our members. We understand that dental care is a personal journey, and we're here to support you every step of the way. From scheduling appointments to providing care, we strive to make your experience as smooth and stress-free as possible.

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

Offering more choice and value to your employees is a key benefit of a Humana dental plan. Our plans offer a variety of options, including PPO, DHMO, and Prepaid plans, to meet the needs of your workforce. Plus, our plans provide access to a wide network of providers and services, ensuring your employees have the care they need when they need it.

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](#)

Humana.



DENTAL SELLING RESOURCES

Promotional materials that can be shared with **employers**:



Byte teeth straightening

Employer presentation and member education on the value and savings members can enjoy with Byte – plus, the additional benefit as an in-network flyer with some plans.

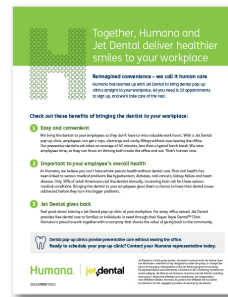
- > [Byte presentation](#)
- > Member flyer: [English](#) | [Spanish](#)



Top three commonly asked dental coverage questions

Answers to commonly asked coverage questions for the dental PPO and Traditional Preferred plans.

- > [Top 3 commonly asked questions](#)



On-site, pop-up dental clinics

Flyer to promote Humana teaming up with Jet Dental to bring dental preventive care right to the workplace.

- > [Jet Dental promotional flyer](#)

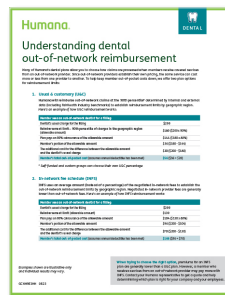


Enhanced preventive benefits

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

NOTE: This flyer cannot be used in NM until the marketing DOI filing is complete:

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



Out-of-network reimbursement

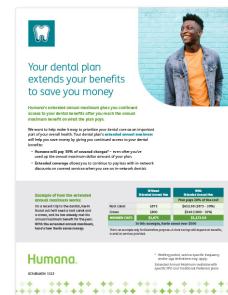
Understand the different between usual & customer (U&C) and in-network fee schedule (INFS) for how Humana reimburses out-of-network claims.

NOTE: This flyer cannot be used in GA, LA and TX for compliance reasons; and NM until the marketing DOI filing is complete:

- > [Understanding dental out-of-network reimbursement](#)

The U&C flyer below can be used in GA, LA and TX and other markets with only U&C:

- > [Understanding dental U&C out-of-network reimbursement](#)



Extended annual max

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

- > Your dental plan extends your benefits to save you money
[English](#) | [Spanish](#)



DENTAL SELLING RESOURCES

Promotional materials that can be shared with **employers**:



Dental wellness

Talks about the importance of dental health to overall health

> [Dental wellness flyer](#)

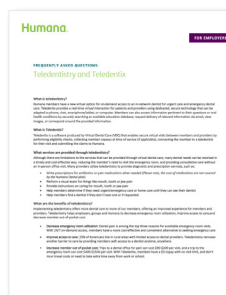
Teledentistry



Teledentistry flyer

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.

> Flyer: [English](#) | [Spanish](#)



Teledentistry FAQ for employers

Answers to commonly asked questions about the Teledentix services included with the Dental PPO and Traditional Preferred plans.

> [Teledentistry employer FAQ](#)

[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.

Humana Vision PLUS

> [Humana Vision at a glance with PLUS plans](#)



Talks about the importance of vision health to overall health



Help prevent eye injuries with IndustrialEyes

IndustrialEyes promotes that great old safety slogan: an important rule in overall health and safety.

The IndustrialEyes Safety Glasses System provides maximum eye protection for workers in industrial settings. The system includes safety glasses, face shields, and safety glasses with side shields. The system is designed to protect workers from flying debris, sparks, and other hazards. The system is also designed to be comfortable and easy to use. The system is available in a variety of colors and styles. The system is also available in a variety of sizes. The system is also available in a variety of materials. The system is also available in a variety of finishes. The system is also available in a variety of colors. The system is also available in a variety of styles. The system is also available in a variety of sizes. The system is also available in a variety of materials. The system is also available in a variety of finishes.

Humana.

The HumanaCare safety glasses program is a leading provider of eye care services for workers in industrial settings. The program is designed to protect workers from flying debris, sparks, and other hazards. The program is also designed to be comfortable and easy to use. The program is available in a variety of colors and styles. The program is also available in a variety of sizes. The program is also available in a variety of materials. The program is also available in a variety of finishes.

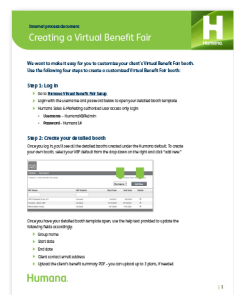
CONTACT YOUR HUMANESOURCE TODAY

HUMANESOURCE

1-800-848-8484

The Industrial Eyes Prescription Safety Eyewear Program can help protect employees' visual health by serving as a single source for safety eyewear

Creating a virtual vision benefit fair



Internal document with easy steps for creating a virtual benefit fair for employers as a way to promote vision benefit options to employees:

Resources to promote virtual fairs to employers along with member education that can be used during the fair:

- > [Employer] Promotional flyer

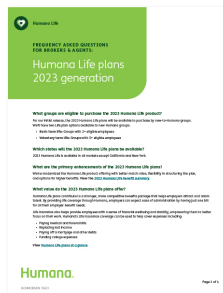
- > [Member] Education virtual fair brochure

> **[Member]** Humana Vision FAQ
[English](#) | [Spanish](#)



LIFE SELLING RESOURCES

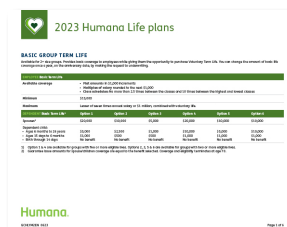
Promotional materials that can be shared with **employers**:



FAQ for brokers & agents:

This frequently asked questions provides product-related answers to questions related to benefit enhancements and value of the 2023 Humana Life plans.

> [Humana Life FAQ](#)



All-options plan summary:

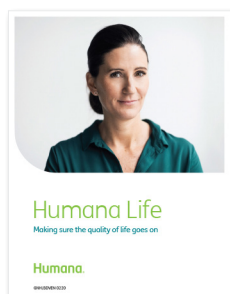
View the 2023 Humana Life plan designs and standard options available for 2+ size groups. **Not available in California and New York.**

> [2023 Humana Life plans](#)

Humana Life plans at a glance

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 California and New York.**

> [Life plans at a glance](#)



Prior generation Humana Life plans:

Provides benefit information for selling to groups in California only:

> [Life capabilities brochure](#)



DENTAL | VISION | LIFE | DISABILITY

All-options plan summaries

Get detailed plan benefit information & options by state:

> [All-option plan summaries](#)

Online plan builder:

Build group-specific benefit summaries for dental and visions plans:

> [Humana.com plan builder](#)



DISABILITY SELLING RESOURCES

Promotional materials that can be shared with **employers**:

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 employees' paychecks 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'll 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 benefits package with both employee- and employer-paid options.

More than half of Americans have less than three months' worth of expenses in an emergency fund!

25% have no emergency savings
26% have less than three months' worth of expenses

Humana

GENEY0520 10/22 DENTAL | VISION | LIFE | 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](#)

Humana Disability plans

LONG-TERM DISABILITY

Humana's Long-term Disability plan provides a replacement of income for employees who are unable to work because of a covered disability. The plan is designed to provide a replacement of income for up to 24 months.

SHORT-TERM DISABILITY

Humana's Short-term Disability plan provides a replacement of income for employees who are unable to work because of a covered disability. The plan is designed to provide a replacement of income for up to 180 days.

Humana

All-options plan summary:

View the 2023 Humana Disability plan designs and standard options available for 2+ size groups. Additional benefit options may be available with underwriting approval.

> [Humana Disability plans](#)

QUICK REFERENCE GUIDE

Long-term Disability

Short-term Disability

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** to help them understand and use their EAP services:

Understanding and Using Employee Assistance Program (EAP)

Let us help!

TELUS Health Humana

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

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

Download the LifeWorks app.

Find support and connect with others who are experiencing similar challenges.

TELUS Health Humana

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

> [EAP LifeWorks app flyer](#)

Welcome to your Employee Assistance Program

Let support, connect, and resources every single day, with expert advice, recommendations and referrals from TELUS Health formerly LifeWorks, your confidential Employee Assistance Program (EAP), which provides resources, advice, and referrals to help you and your family.

Getting started with our EAP is easy:

1. Download the app or visit [telushealth.com](#).
2. Log in with the username and password below.

Contact the EAP any time, 24/7, for qualified support: 1-800-970-3888

To connect online: [telushealth.com](#) or by mobile app

Username: MyEAP **Password:** wellbeing

TELUS Health Humana

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](#)

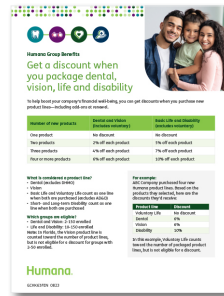
PLAN SAVINGS



Exclusive discounts for members

Learn more about the additional value Humana's plans offer by teaming up with carefully selected companies to offer special discounts for Humana members to enjoy.

> Special discounts: [English](#) | [Spanish](#)



Multi-line packaging discount

Get a discount when you package dental, vision, life and disability product lines.

> [Multi-line packaging discount](#)

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](#)

MEMBER EDUCATION

Here are the top requested resources you can share with employers and members to help educate members on their plan benefits and the additional value-add programs.



Enrollment resources

Build-your-own enrollment guides: Use these guides to create group-specific member enrollment guides to provide employees a summary of their benefit options, costs, and encourage them to sign up. Instructions and tips are provided throughout the guides:



> **DENTAL** guide:
[English](#) | [Spanish](#)



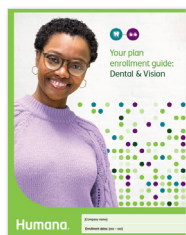
> **VISION** guide:
[English](#) | [Spanish](#)



> **DISABILITY** guide:
[English](#) | [Spanish](#)



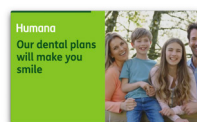
> **LIFE** guide:
[English](#) | [Spanish](#)



> **DENTAL + VISION:**
[English](#) | [Spanish](#)

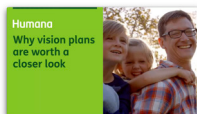
Enrollment videos: You can share these videos with employer customers to use at time of enrollment to encourage members to enroll in a Humana plan. They highlight the importance of each of the plans and are available as web links or downloadable video files that employers can incorporate into their company's intranet or enrollment sites.

Web links: Copy the appropriate web links in the fields below and use them to embed in digital communications or share with employers to use.



Dental video links:

English:
Spanish:



Vision video links:

English:
Spanish:



Disability video links:

English:
Spanish:



Life video links:

English:
Spanish:

MEMBER EDUCATION

Here are the top requested resources you can share with employers and brokers to help educate members on their plan benefits and the additional value-add programs.

All products

- > Exclusive member discounts: [English](#) | [Spanish](#)



Dental benefits

Onboarding:

- > Dental plan welcome guide: [English](#) | [Spanish](#)
- > MyHumana guide for dental: [English](#) | [Spanish](#)
- > VIDEO: [Does good dental hygiene affect more than your teeth?](#)

Plan understanding:

- > PPO: [English](#) | [Spanish](#)
- > PPO2: [English](#) | [Spanish](#)
- > Traditional Preferred: [English](#) | [Spanish](#)
- > Traditional Preferred2: [English](#) | [Spanish](#)
- > Preventive Plus: [English](#) | [Spanish](#)

Plan features:

- > Teledentistry: [English](#) | [Spanish](#)
- > Byte teeth straightening: [English](#) | [Spanish](#)
- > Your dental plan extends your benefits to save you money: [English](#) | [Spanish](#)



Vision benefits

Onboarding:

- > Vision plan welcome guide: [English](#) | [Spanish](#)
- > MyHumana guide for vision: [English](#) | [Spanish](#)
- > VIDEO: [Can regular eye exams really help keep me healthier overall?](#)

Plan understanding:

- > Know before you go: [English](#) | [Spanish](#)
- > Get to know Humana Vision **PLUS** plans: [English](#) | [Spanish](#)
- > Get to know Humana Vision plans: [English](#) | [Spanish](#)

Vision discounts for members:

- > [Vision discounts](#) – *For Texas: Discounts are not available to members with policies issued in Texas effective 1/1/24.*
- > ContactsDirect.com: [English](#) | [Spanish](#)
- > Glasses.com: [English](#) | [Spanish](#)

Vision wellness:

- > [Children's vision](#)
- > [Diabetes care](#)
- > [Glaucoma](#)
- > [Vision and aging](#)
- > [Contact lenses](#)



Disability benefits

Plan understanding:

- > How Humana determines your voluntary disability premium: [English](#) | [Spanish](#)
- > How to apply for disability benefits: [English](#) | [Spanish](#)

Other programs:

- > EAP program flyer: [English](#) | [Spanish](#)
- > EAP LifeWorks app flyer: [English](#)

Quoting & admin:



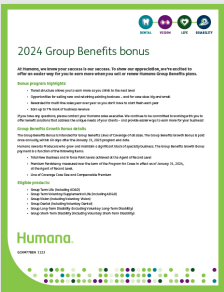
- > [Quoting guide](#)
- > [Humana specialty producer guide](#)
- > [Humana tech partners](#)

Agent portal:

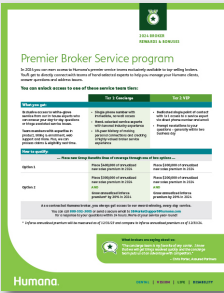


- > [Agent portal guide](#)
- > [Agent activation and 2-factor authentication](#)

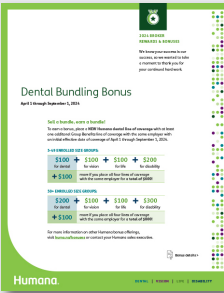
Broker bonus & rewards programs:



- > [2024 Specialty Growth Bonus](#)



- > [Premier Broker Service program](#)



- > **NEW: Dental bundling bonus**
April 1 – Sept 1, 2024
- > [Dental Bundling Bonus](#)

