







Humana's Member Care Assessment and You: What You Need to Know

Health happens all day, every day.

As a health insurance Agent, you know that maintaining your health is more than simply visiting the doctor. Environmental and social circumstances can also have an impact on someone's health. That's why Humana is rolling out the Member Care Assessment (MCA), a new survey tool to help identify new members' health needs at home. It's another way we're working to humanize the healthcare system and make it easier, more caring and more personal for our members. Here's why it matters to members—and to you.

What is the MCA?

It's a post-enrollment, online, scripted survey for new members that asks 11 health and well-being questions and takes seven to 10 minutes to complete. It helps Agents and Humana pinpoint members' needs and address social determinants of health such as:

-  Housing
-  Financial wellness
-  Social connection
-  Transportation
-  Pharmacy access
-  Food security

Why does the MCA matter?

This table shows why the MCA matters to members, Agents and Humana.

Members may:

- Get health needs served more quickly.
- Receive increased support.
- Gain access to more resources.

Agents may:

- Help identify gaps in members' health needs and provide resources for those needs.
- Be eligible to earn an extra cash incentive (up to \$50*) for every completed survey confirmed and validated by CMS.
- Improve client retention through better service.

Humana

- Help identify gaps in members' health needs and provide resources for those needs.
- Enables Humana to be more proactive
- Improve member outreach, communication and engagement.
- Improve member retention through better service.

How does it work?

After completing an online enrollment for a new member, an Agent asks the member if they would like to participate in the optional MCA survey. If a new member chooses to self-enroll using [Digital Marketing Materials/Agent Online Application](#) or the Agent submits a paper enrollment, the Agent has five days to reach out to the member to ask them whether they would like to complete the MCA survey.

MCA Survey Steps

1. Take the [Member Care Assessment training](#) on [Humana MarketPoint University](#) accessible via [Vantage](#).
2. Look for an email after you've completed training to register with Revel, the platform that hosts the MCA survey and captures data. If you don't see the email, be sure to check your spam.
3. Complete your Revel registration.
4. Enroll new clients using Humana's online enrollment tools like [Enrollment Hub](#) or FastApp through [Vantage](#).
5. After enrollment, ask the member if they are willing to take an optional seven to 10 minute health survey that will help Humana better serve them. Let them know that the survey is completely optional, that their responses will not affect their premium or benefits in any way and that they can stop the survey at any time. Do not pressure members into completing the survey if they do not feel comfortable doing so as this is prohibited.
6. If the member would like to complete the survey, log into Revel online and follow the scripted survey. Once the survey is complete, Revel will send survey results to Humana for additional screening and member follow-up.
7. If a member states that they are experiencing food insecurity, loneliness/social isolation or transportation barriers, immediately direct them to appropriate resources using them [Bold Goal Whole Health Toolkit](#).
8. If all of the requirements outlined in your contract and applicable training are met, including ensuring the survey was only given to members who agreed to participate in it and after their enrollment is complete, you can earn an extra cash incentive (up to \$50/survey*). Check your contract for additional details and requirements.

MCA 101

Use this chart below to better understand Humana's MCA and how to integrate it into your workflow.

Member Care Assessment

Basics	Formal survey Agents conduct online post-enrollment for new Humana members. Results are shared with Humana.
Agent incentive	Extra cash incentive for every completed survey (up to \$50/survey* and only when contract and survey requirements are met). Agents are only compensated on new enrollments.
Topics covered	Food security, transportation, social connection, housing, financial wellness, pharmacy access, importance of health, likelihood of participating in a program, limitations with everyday activities, additional government benefits or coverage.
Number of questions	11
When it occurs	Must be completed within five days of new client enrollment. If you miss completing the MCA within the required 5-day time frame, conduct the Bold Goal Social Determinants of Health Assessment with members at your 30-day check in. Continue using the Bold Goal Social Determinants of Health Assessment at 60- and 90-day check ins as members' health needs can change quickly and over time. Please note: Member Care Assessments completed after five days are not eligible for additional compensation (e.g. Member Care Assessments that are completed at 30, 60 or 90 day check ins.)
Who is responsible for providing member with resources	Humana Agent (food security, transportation, loneliness/social isolation resources only)



What other tips and guidance does Humana have for Agents?

Discussing these matters could be difficult for some members. It's important to normalize these experiences, listen with kindness and connect members to resources whenever you can. You might find these additional educational resources beneficial:

ARTICLES

[How Emotional Intelligence Could Make Your Job Easier](#)

[Why Food Matters for Health and Humana](#)

PODCAST

[What You Can Do to Help Members Improve Their Health](#)

ON-DEMAND WEBINARS

[Three Crucial Questions to Ask During Client Follow Ups](#)

[Humana's Member Tools Can Help Humanize Healthcare](#)

WEBPAGE

[Virtualizing Your Sales](#)

*Contact your local sales leader to learn more about compensation amounts.

Need more assistance regarding the MCA?

Contact your local support team.