

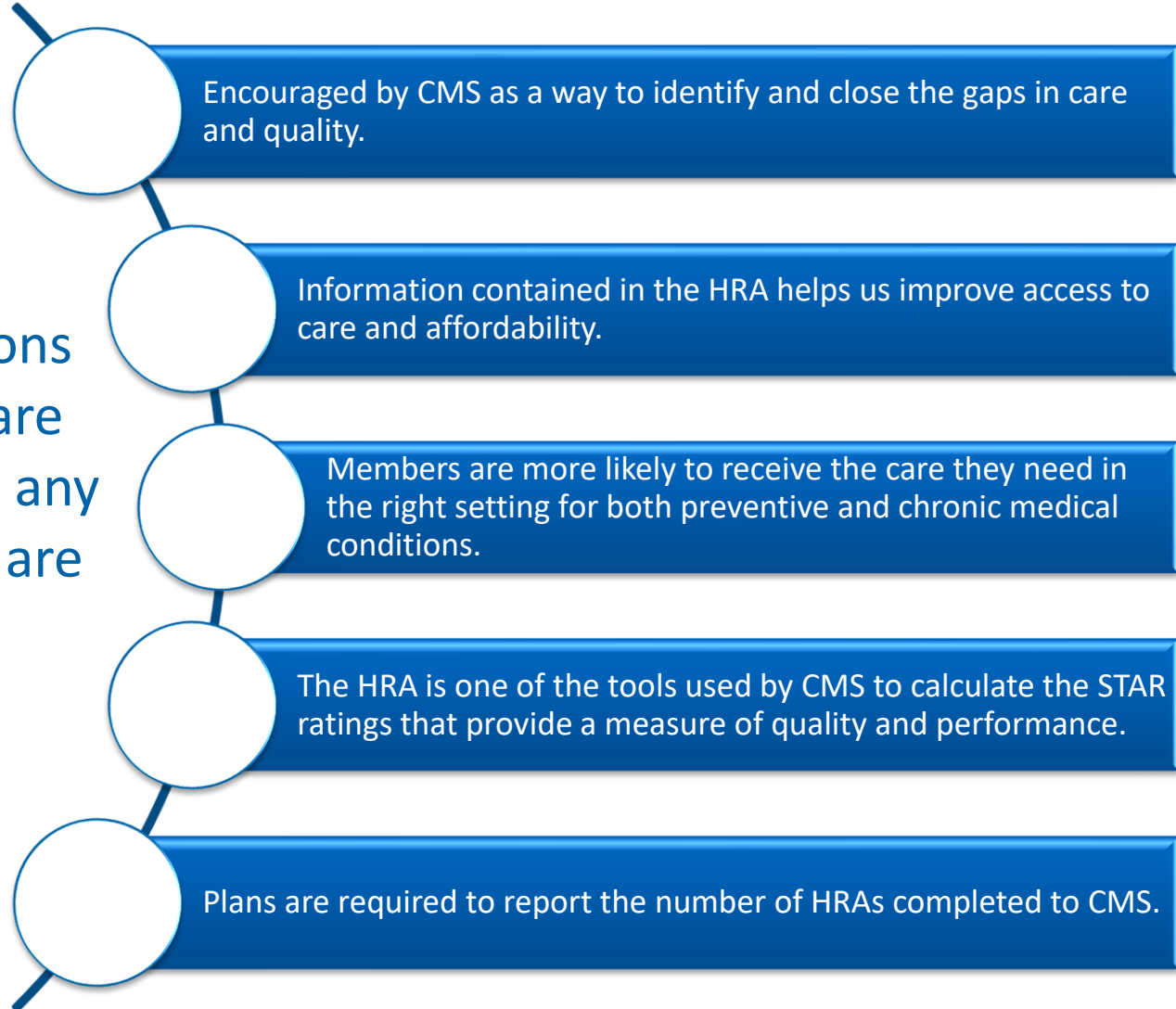
# Non-SNP Medicare Advantage Health Risk Assessment (HRA) Quick Start Guide

*UPDATED*  
*December 2021*



# What is a Health Risk Assessment (HRA)?

An HRA is a standard list of questions used to identify current medical care the member is receiving as well as any medical conditions for which they are receiving care.



# Non-SNP Health Risk Assessment (HRA) Completion Guide



Beginning with 1/1/2022 effective dates, you can be paid \$50 for every Health Risk Assessment (HRA) you complete for new members enrolled in a Non-SNP plan.



A new program promoting HRA collection via Welcome Calls during the Open Enrollment Period 1/1 – 3/31, as well as retention and extra earning opportunities throughout the year.



You are encouraged to conduct New Member Welcome Calls during which you can collect Non-SNP HRAs for members with 1/1/2022 through 3/1/2022 effective dates.



During OEP Non-SNP HRAs can be collected via Welcome Calls, Post Sale for 1/1 – 3/1 effective dates.

Point of Sale collection will be available in January for 2/1 effective dates and beyond.



# Non-SNP HRA Process Timeline



Agents submit applications during AEP for 1/1 effective policies

No HRA collected at Point-of-Sale (POS)

**October – December 2021**

### AEP

Focus during AEP is selling. HRA collection during OEP provides retention and extra earning opportunities.



Agents call their already enrolled, 1/1 effective members, to collect HRA

HRA collection at POS available

**January 2022**



Agents call their already enrolled, 1/1 and 2/1 effective members, to collect HRA

HRA collection at POS available

**February 2022**



Agents call their already enrolled, 1/1, 2/1 and 3/1 effective members, to collect HRA

HRA collection at POS available

**March 2022**



OEP Welcome Call Post-Effective Date Non-SNP HRA collection ends

**End Q1**

### March 31st

OEP period ends.  
POS HRA collection going forward.

### OEP

Agents are incentivized to perform retention calls to collect Non-SNP HRAs on 1/1/2022-3/1/2022 effectuated members.  
HRAs can be collected at POS as well for 2/1 effective policies and beyond.  
OEP post-effective collection opportunity 1/1 – 3/31.

# Non-SNP Health Risk Assessment (HRA) Submission Guide



Electronic via mProducer or SunFire\*

- Post Effective Date (1/1/22 – 3/31/22)

- Point Of Sale (2/1/22 and beyond)



Fillable PDF via secure email

- Post Effective Date (1/1/22 – 3/31/22)

- Point Of Sale (2/1/22 and beyond)

Electronic submission is the preferred method

\* Third party enrollment submission platform

# Post-Sale - Electronic Submission

1. Click on “Customers” to view a list of all your customers (Figure 1)

**Electronically is the preferred submission method**

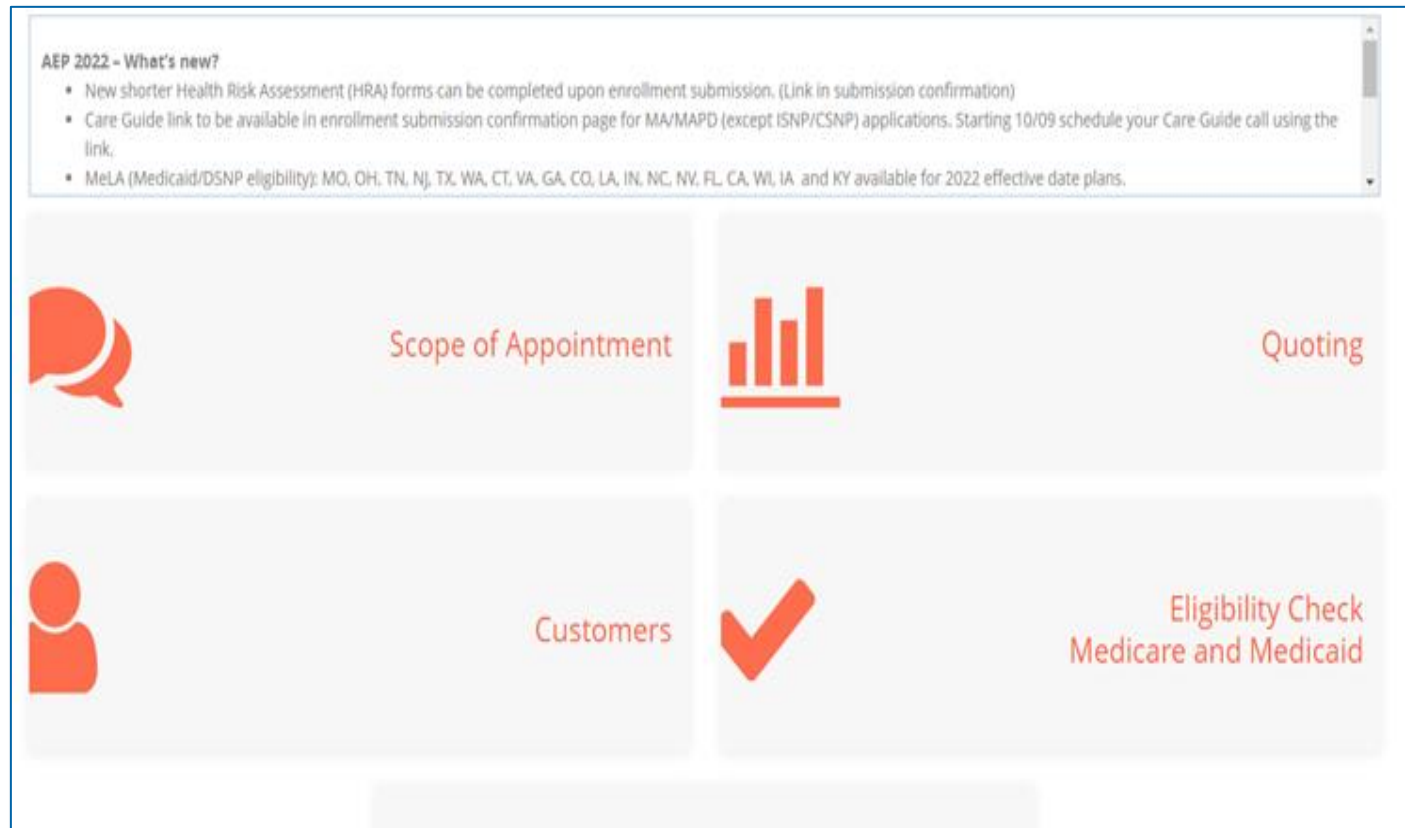


Figure 1

# Post-Sale - Electronic Submission

2. Locate a member in the list and click on the last status next to their name. (Figure 2). All applications available for the member are listed.

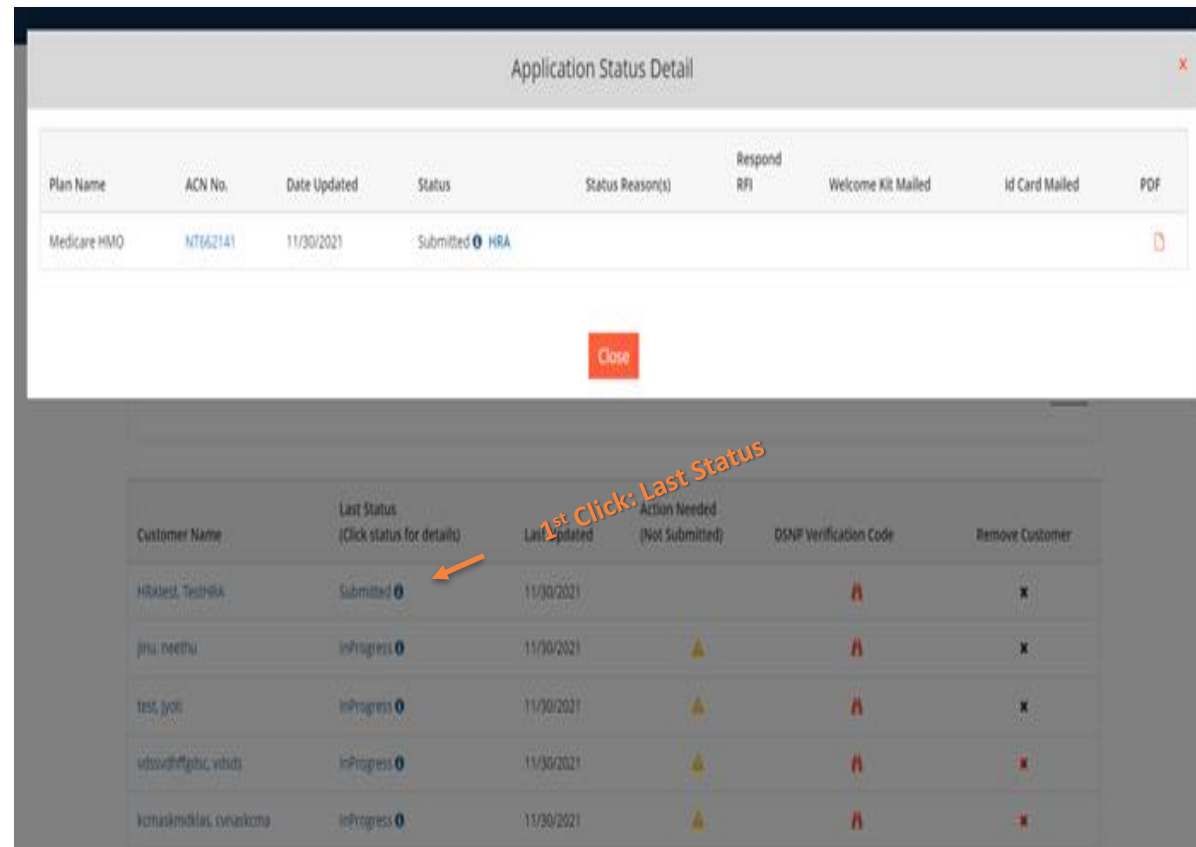


Figure 2

# Post- Sale - Electronic Submission

3. If an HRA is available, a link to the HRA is displayed. (Figure 3)

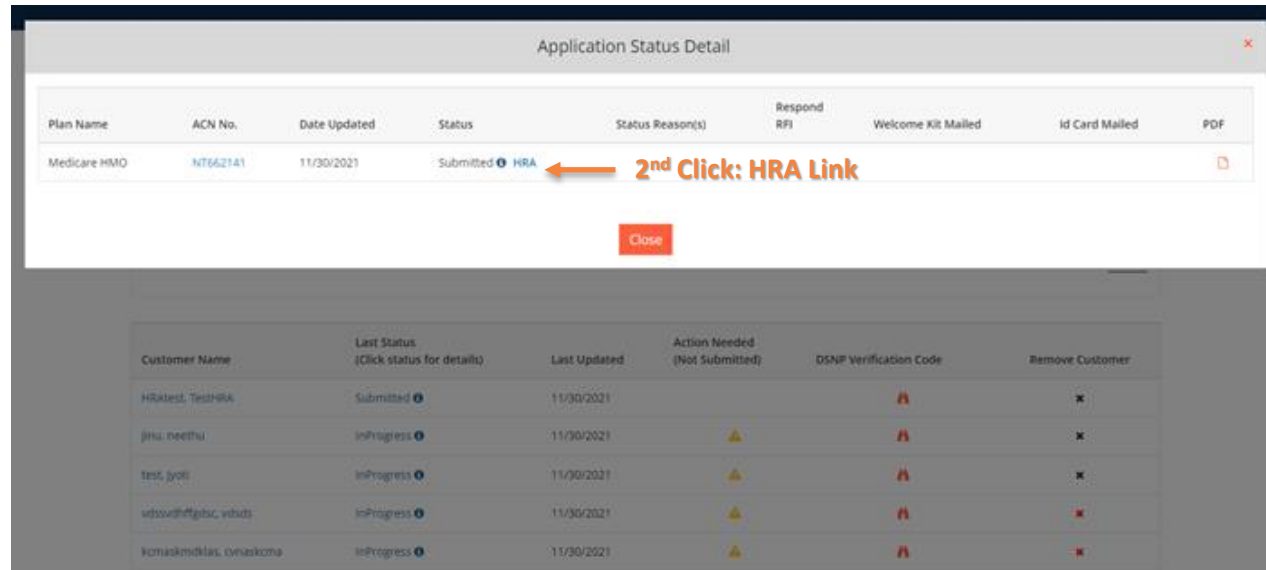


Figure 3

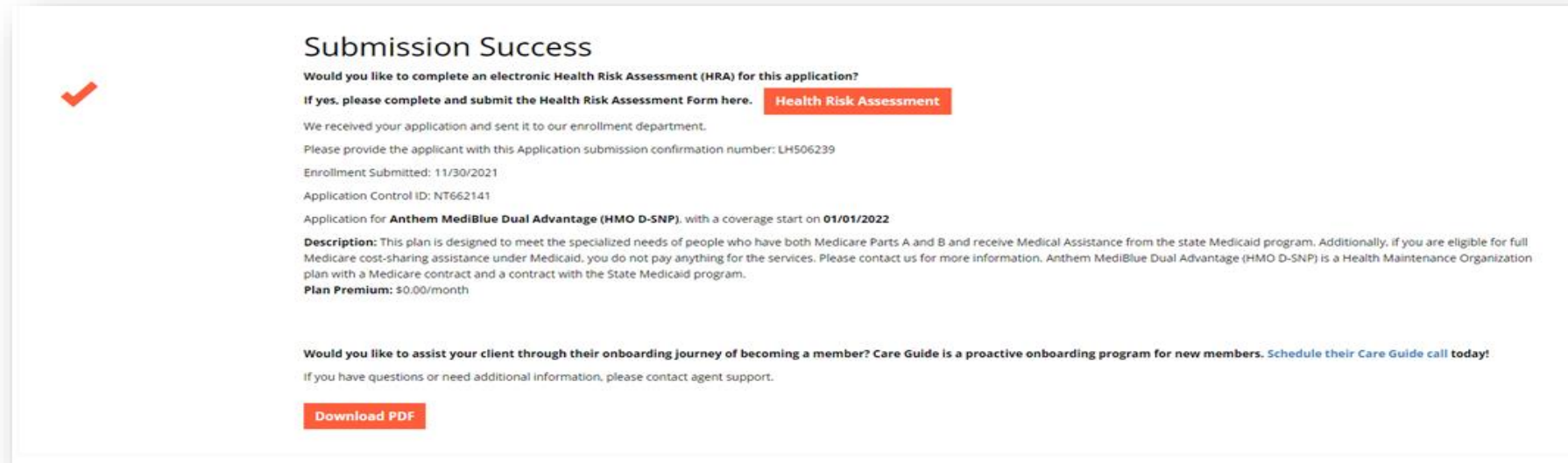
3. Clicking the link will open the online HRA form.
4. Complete the HRA form with your client and submit electronically.



# Point-of-Sale (POS) - Electronic Submission

**Electronically is the preferred submission method**

1. After the application is submitted electronically, on the submission confirmation page you will see a button titled “Health Risk Assessment.”
2. Click that button to open the HRA form



3. Complete the HRA with your client and submit electronically.

# Fillable PDF Submission

## Electronically is the preferred submission method

If electronic submission tools are not an option you may submit a completed, fillable PDF of the HRA to the plan via a secure email.

### *Steps to submit*

1. Contact your Regional Sales Manager to obtain the fillable PDF
2. Complete the HRA with your client
3. Email the completed PDF to the Plan using this email address:  
[NonSNPHRASubmissions@anthem.com](mailto:NonSNPHRASubmissions@anthem.com)
4. Insert the following in the email Subject line: Secure \_Broker Sales Initiated Non-SNP HRA
5. Attach a copy of the completed PDF
6. Allow additional time for processing of PDF submissions

# Health Risk Assessment (HRA) - Payment

- You will be paid \$50 for completion and submission of each HRA once the member becomes active.
- Payment will typically be made within the following time frames:
  - Post-Effective Submission: 60 days from the HRA Submission Date
  - Point of Sale Submission: 60 days from the Policy Effective Date
- HRA payment calculation will occur on the first day of each month.
- Payment will appear on your commission statement and paid to the writing agent identified on the enrollment application.
- Eligible policies include new Non-SNP Medicare Advantage policies with January 2022 and beyond effective dates.
- You must be licensed, appointed and certified to sell our Medicare Advantage plans.
- If you are associated with an FMO or MGA, you will need to contact your agency for details about how and when HRA payment will be made to you.

# Questions or need help getting started?

## Contact Your Regional Sales Manager

Anthem Blue Cross and Blue Shield is the trade name of: In Colorado: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. In Connecticut: Anthem Health Plans, Inc. In Georgia: Blue Cross Blue Shield Healthcare Plan of Georgia, Inc. In Indiana: Anthem Insurance Companies, Inc. In Kentucky: Anthem Health Plans of Kentucky, Inc. In Maine: Anthem Health Plans of Maine, Inc. In Missouri (excluding 30 counties in the Kansas City area): RightCHOICE® Managed Care, Inc. (RIT), Healthy Alliance® Life Insurance Company (HALIC), and HMO Missouri, Inc. RIT and certain affiliates administer non-HMO benefits underwritten by HALIC and HMO benefits underwritten by HMO Missouri, Inc. RIT and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. In Nevada: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc., dba HMO Nevada. In New Hampshire: Anthem Health Plans of New Hampshire, Inc. HMO plans are administered by Anthem Health Plans of New Hampshire, Inc. and underwritten by Matthew Thornton Health Plan, Inc. In Ohio: Community Insurance Company. In Virginia: Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. In Wisconsin: Blue Cross Blue Shield of Wisconsin (BCBSWI), CompCare Health Services Insurance Corporation (CompCare) and Wisconsin Collaborative Insurance Company (WCIC). BCBSWI underwrites or administers PPO and indemnity policies and underwrites the out-of-network benefits in POS policies offered by CompCare or WCIC; CompCare underwrites or administers HMO or POS policies; WCIC underwrites or administers Well Priority HMO or POS policies. Independent licensees of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

FOR BROKER USE ONLY – NOT FOR MEMBER USE