

# Personalized URL (PURL) Enrollment

WellCare offers another valued benefit for being a certified agent with WellCare – Personalized URL (PURL)

## Why use a PURL?

It's a personalized website that contains the agent's name, contact information and the ability for a prospective member to enroll in a plan directly through the agent's site. After submission and processing, the agent will receive credit for the enrollment.

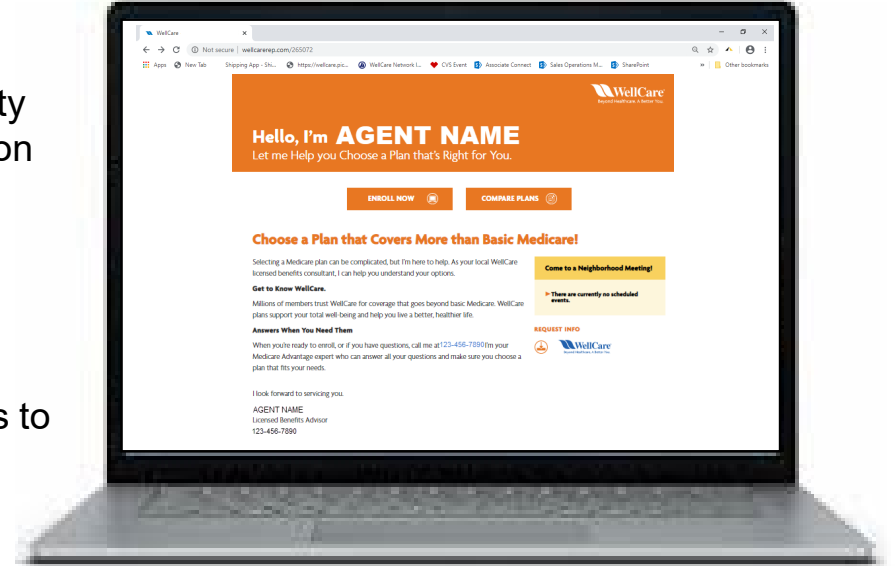
## What are the benefits?

- Save time and money
- Give a professional and credible look and feel
- Include the PURL on the agent's business cards, flyers, website and social media pages to generate cost effective leads
- Available 24/7 for the convenience of your prospects to compare and enroll in plans
- CMS compliant enrollments (PURLs are for the beneficiary to enroll unassisted.)

## How do I get a PURL?

Once certified, the agents PURL will be activated within 7-10 days. The PURL uses the following format:

[www.wellcarerep.com/producerID](http://www.wellcarerep.com/producerID)



## Compliance Reminder

Agents **CANNOT** complete the online application on behalf of the beneficiary, or assist the beneficiary with completion of the application by physically filling out the application via the PURL. They may however walk through it via telephone.

# Personalized URL (PURL) Enrollment – Landing Page

The screenshot shows a landing page for WellCare enrollment. At the top right is the WellCare logo with the tagline "Beyond Healthcare. A Better You." Below the logo, the text reads "Hello, I'm AGENT NAME" in large white letters on an orange background, followed by "Let me Help you Choose a Plan that's Right for You." in smaller white text. Below this are two orange buttons: "ENROLL NOW" with a calendar icon and "COMPARE PLANS" with a magnifying glass icon. The main content area has a heading "Choose a Plan that Covers More than Basic Medicare!" followed by a paragraph: "Selecting a Medicare plan can be complicated, but I'm here to help. As your local WellCare licensed benefits consultant, I can help you understand your options." Below this are three sections: "Get to Know WellCare." with a paragraph about WellCare plans; "Answers When You Need Them" with a paragraph about contacting the agent at 123-456-7890; and a closing statement "I look forward to servicing you." followed by the agent's name, title, and phone number. On the right side, there is a yellow box titled "Come to a Neighborhood Meeting!" with a message: "There are currently no scheduled events." Below this is a "REQUEST INFO" section with a download icon and the WellCare logo.

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1. To review plans, the beneficiary can click on the link “Go directly to 2020 plans”
2. Beneficiary enters their zip code to review WellCare plans available in their county

PURLs are ONLY available for 2020 enrollments

A screenshot of the WellCare website home page. At the top, there are navigation links: 'Increase Text Size', 'Print This Page', and 'Contact Us'. Below this is the header with logos for WellCare, OHANA Health Plan, and WellCare | TexanPlus, along with a 'Cart' icon. The main content area features a large image of an older woman and a young girl in a kitchen. To the right of the image, the text reads: 'Your expert guide to finding the right plan. Let us help you find your best fit plan.' Below this is a 'Get Started' button and a link that says 'Go directly to 2020 plans.' A green arrow points to this link, and a yellow box with the number '1' is positioned next to it. Below the main image, there are sections for 'New to Medicare?' and 'Why create an account?' with a 'Create Account' button.

A screenshot of the WellCare website plan selection page. At the top, there are navigation links: 'Increase Text Size', 'Print This Page', and 'Contact Us'. Below this is the header with logos for WellCare, OHANA Health Plan, and WellCare | TexanPlus, along with a 'Cart' icon. The main content area features a dark banner with the text: 'Would you like help with a plan recommendation? Go to Guided Help'. Below this is the heading 'Choose a plan' and a paragraph: 'Below are the plans available in your area. To help you find the best value, your estimated total annual costs are shown based on the information you provided.' This is followed by the text: 'To find out more or to enroll in one of these plans:'. A box titled 'Are you eligible for Medicare and Medicaid?' contains information about coverage and contact numbers. Below this is another box titled 'To find out more or to enroll in one of these plans:' with contact information for Hawaii residents. A note states: 'Friendly, licensed benefit consultants are available from 8am to 8pm, seven days a week.' A disclaimer follows: '\*\*If you choose not to select a pharmacy, your estimated drug costs will be based on network retail pharmacies. You may pay more for your prescriptions at non-network retail pharmacies.\*\*' A '< PREVIOUS' link is also present. At the bottom, there is a section titled 'Enroll Now! Please enter your zip code below to view and enroll in a plan in your area.' It contains a text input field with the value '33606' and a 'Submit' button. A green arrow points to the 'Submit' button, and a yellow box with the number '2' is positioned next to it.

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- Beneficiary can review available MA/MAPD and PDP plans (DSNP plans are not available in the tool)
- Beneficiary can click “enroll” to begin the enrollment process
- Once enrollment is submitted, a confirmation code is provided for the beneficiaries records
- After submission and processing, the agent will receive credit for the enrollment. Commissions will reflect on your statement in the Agent Connect

Medicare Advantage and Drug plans bundle the benefits of a Medicare Advantage plan with a Prescription Drug plan. Your coverage would include medical expenses and prescriptions.

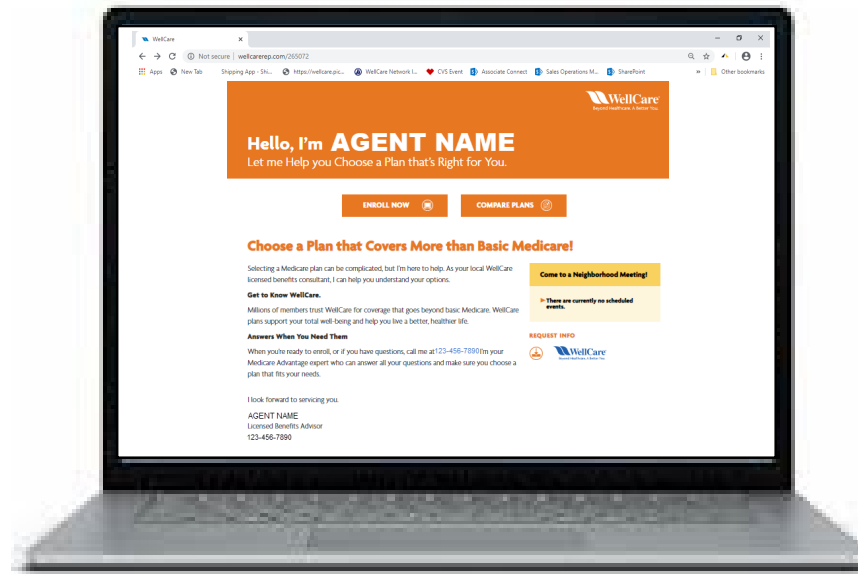
Sort By: Total Estimated Costs [Filters]

WellCare Dividend Prime (HMO)		2020 Medicare Star Rating Ⓢ ⭐⭐⭐⭐☆	
Plan Benefits		<input type="checkbox"/> Check to compare	
Your drugs <a href="#">Add your drugs</a> Add your drugs to see if they are covered in this plan.	Medical deductible \$0.00	Premium (Monthly) Ⓢ <b>\$0.00</b>	Total Est. Cost Ⓢ <b>\$0</b>
<a href="#">View Plan Details</a> <a href="#">Save Plan</a>		<input type="button" value="Add To Cart"/>	

WellCare Elite (HMO)		2020 Medicare Star Rating Ⓢ ⭐⭐⭐⭐☆	
Plan Benefits		<input type="checkbox"/> Check to compare	
Your drugs <a href="#">Add your drugs</a> Add your drugs to see if they are covered in this plan.	Medical deductible \$0.00	Premium (Monthly) Ⓢ <b>\$0.00</b>	Total Est. Cost Ⓢ <b>\$0</b>
<a href="#">View Plan Details</a> <a href="#">Save Plan</a>		<input type="button" value="Add To Cart"/>	

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