



Agent guide

Our doctors + Medicare Advantage





Healthier care for your clients

We specialize in caring for adults age 65+. You specialize in helping your clients find the best Medicare plan for their individual needs. Together we can improve their health and well-being through high quality, affordable and accessible health care.

Who are we?

We're a nationwide family of dedicated physicians working together to help people live healthier lives, including*:

60,000 doctors in 2,000 locations nationwide

20 million+ people trust us with their care

2 million Medicare Advantage members

100+ insurance carrier relationships offering the most comprehensive Medicare plan choices

1 _____ For agent use only. This communication isn't for distribution as marketing material to the general public.

What we do for your clients

You want the best for your clients, and we do too.

- Our physicians don't focus on how many patients they can see each day. Instead, they build deep relationships with each patient and spend time listening to their concerns and answering all their questions.
- Each patient has a care team that works together to create a personalized care plan.
- Our goal is to help your clients live a healthy, active life.
- Our care model tracks results and incentivizes our doctors to deliver better care.
- When we recommend care, it must be entirely justified by one simple standard: your clients' best interest.
- Our innovative process uses the latest research and analytics to deliver the right care for the best health outcomes.

Our doctors in Florida care for 230,000+* patients enrolled in Medicare Advantage plans

Medicare Advantage plans are among the most popular and fastest growing in the country.¹ WellMed and Optum are two of the largest providers of care to Medicare Advantage members offering personalized, quality care at a cost members can afford. Your clients can access:



2,700+ primary and advanced care providers



800+ neighborhood clinics



Service from six major health plans:**
CarePlus, Freedom Health, Humana, Optimum, UnitedHealthcare
and WellCare

*Updated as of January 2024. Source: optum.com/care

**Plans accepted vary by location



A warm welcome for patients

Our program makes sure your clients start their membership on the right track.² Here's what your clients receive when they join WellMed and Optum.



A welcome call to deliver a better patient experience:

- First visit appointment scheduling offered for employed (wholly owned) WellMed and Optum clinics only
- Referral and medical records transfer
- Care coordination support and education



Support and care:

- Welcome packet
- In-home wellness exams* with virtual options available

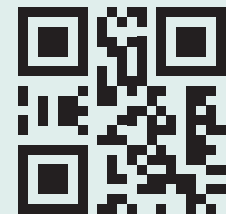


Our commitment to patient satisfaction:

- Patients receive a post-visit patient satisfaction call or survey

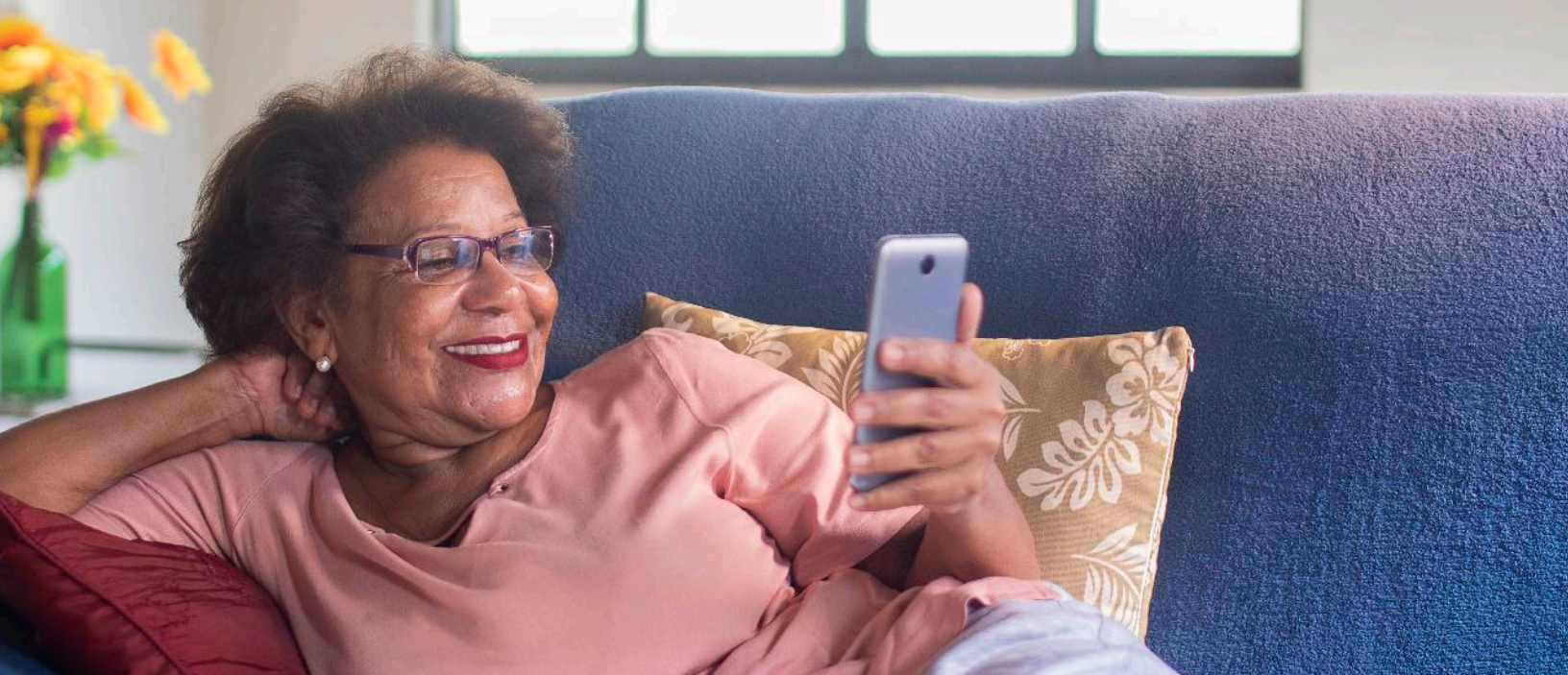
“Kickstart” Program for new patients

The sooner a doctor-patient relationship develops, the better the expectation of patient retention. Using the WellMed /Optum premier client onboarding site for easy first-appointment booking requests gets your clients on track for that earlier doctor -patient engagement. Visit our agent website **AgentsInFL.com**, review our disclaimer, enter a few details and we'll take care of the rest. This service is offered to patients assigned to WellMed and Optum employed (wholly owned) clinics only.



For early client
onboarding and
first-appointment
booking requests.

*Based on patient diagnosis and conditions



Client support that's personalized, compassionate and convenient

We provide your clients with access to health care services when and how they want it:



Easy and timely specialist referrals



Same-day appointments for urgently needed care



Telehealth options where patients can talk to a doctor via video, chat or phone



Convenient in-clinic lab services* and access to results via our patient portal



Extended-hours clinics and 24/7 provider on call*

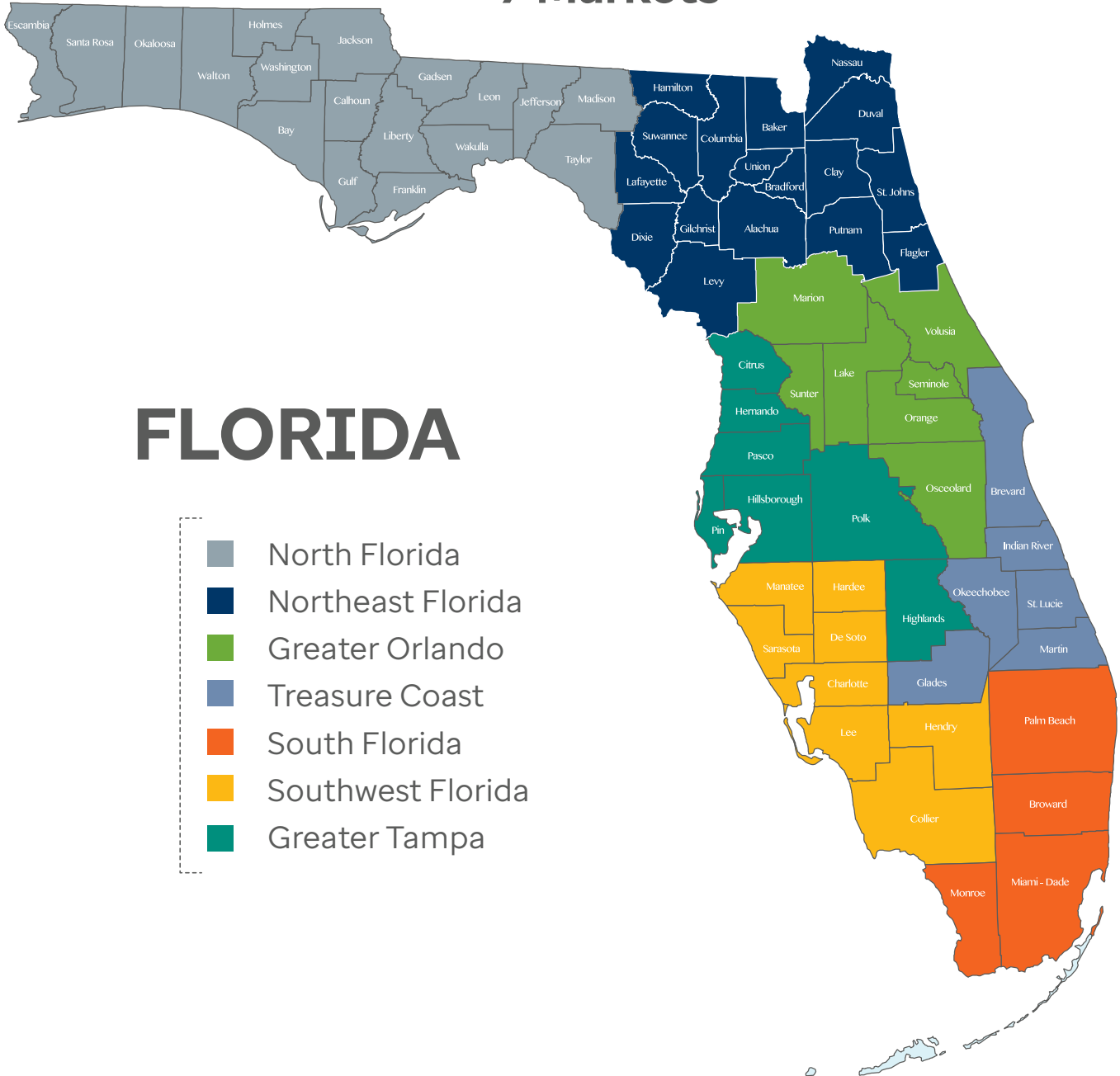
*Varies by location.

Service area

We provide care across Florida.

Our providers are ready to be there for your clients as their partner in health.

1 Region
7 Markets



Quality care for your clients = better health

Care management

Our team of nurses work closely with our patients, their families and their physicians to develop a care plan that supports their medical and social needs. This includes:



Annual Wellness Visit



In-home care and wellness assessments*



Medication management program including Medical Assistance Program (MAP) to assist qualified patients with copayments of certain medications.



Preventive care, general and high-risk screenings and immunizations

Specialized and chronic care programs

We offer specialized chronic care programs for diabetes, congestive heart failure, chronic obstructive pulmonary disease, cancer, kidney disease and mental health services.

Supportive Care



Hospitalists and Skilled Nursing Facility clinicians care for patients in the hospital and as they transition back home.



Palliative care strives to improve patient's quality of life by treating symptoms in-clinic or in-home

*Based on patient diagnosis and conditions



Better value with Medicare Advantage

Beneficiaries in Medicare Advantage receive better value and spend 45% less than beneficiaries in original Medicare.³



Working together to improve health, one client at a time

Thank you for supporting WellMed and Optum and ensuring your community has access to great doctors and high quality, affordable health care.

What we ask of our partners

Your role is key to helping our patients find quality care and coverage. We depend on you to:

- Have an in-depth knowledge of Medicare Advantage and a strong understanding of the WellMed and Optum network and value proposition.
- Place the patient first at every interaction while providing white glove service.
- Participate in our events and initiatives to better understand our model, while strengthening your relationship with WellMed and Optum providers in your community.
- Use our tools and resources to serve your clients to the best of your ability.



Our commitment to you

We believe you're a vital extension of our team, and we're committed to investing in your success.

Here's how.

“Always on” customer service

As an extension of our team, we support you with any needs or questions you have.

Marketing tools and lead generation

We provide the marketing support you need and help you generate leads.

Provider relationship development

Through our provider communications and on-site engagement, we help you strengthen relationships with key providers in your community.

Consumers and industry insights

Get the latest consumer and industry trends from our WellMed/Optum Insights team that will help you grow your business.

Partner recognition program

Become one of the many agent partners we feature through national provider and broker communications.

Agent website: agentsinfl.com



For agent resources, sales tools and more



For early client onboarding and first-appointment booking requests

Your team

We're here to help. Get access to onboarding for your clients, local marketing support, and shareable educational and sales materials to help grow your business. If you have questions or need additional resources, reach out to a member of our team.

Vanessa Price

Director of Marketing

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Marketing Partnership Contacts

PML (Physician Marketing Liaison)

PMC (Physician Marketing Consultant)

BL (Broker Liaison)

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If you have questions regarding your specific liaison, contact:

- Lucy Hoover for PMLs and PMCs
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- Amanda Savoie for BLs
asavoie@wellmed.net



1. Better Medicare Alliance. State of Medicare Advantage 2021. www.kff.org/medicare/issue-brief/medicare-advantage-in-2023-enrollment-update-and-key-trends.
2. Programs and services vary by provider.
3. UnitedHealth Group. Beneficiaries in Medicare Advantage Receive Better Value and Spend 45% Less than Beneficiaries in Medicare FFS. www.unitedhealthgroup.com/content/dam/UHG/PDF/2023/2023-MA-Beneficiaries-Spend-Less-Brief.pdf September 28, 2023

Stock photo. Posed by model.

The company does not discriminate on the basis of race, color, national origin, sex, age, or disability in its health programs and activities. We provide free services to help you communicate with us such as letters in other languages or large print. Or, you can ask for an interpreter. To ask for help, please call 888-781-WELL (9355). ATENCIÓN: Si habla español (Spanish), hay servicios de asistencia de idiomas, sin cargo, a su disposición. Llame al 888-781-WELL (9355). 請注意：如果您說中文 (Chinese)，我們免費為您提供語言協助服務。請致電：888-781-WELL (9355)。

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