

PRODUCER PORTAL OVERVIEW

SENIOR MARKETS PRODUCER PORTAL OVERVIEW - MAXIMIZE THE TOOLS AVAILABLE TO YOU!

The Producer Portal is one of the most valuable resources for Highmark Senior Markets producers. The portal enables qualified producers to:

- Enroll Medicare clients online
- Check application status
- Order customized enrollment kits
- Request CMS-approved marketing materials
- View and download important documents

To access the producer portal, go to producer.highmark.com and login.

If you need help accessing the Producer Portal please contact your FMO/General Agency.

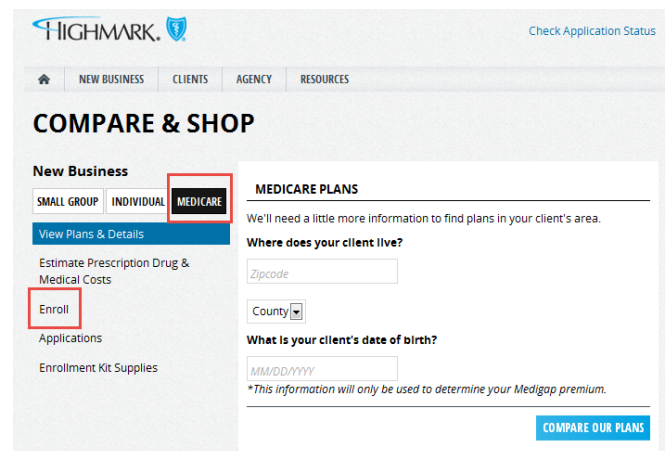


DID YOU KNOW THAT YOU CAN ENROLL CLIENTS ONLINE?

To enroll your clients faster and easier, you can utilize the online enrollment tool. The online enrollment tool also provides instant confirmation that an application has been received by Highmark.

To use the online enrollment tool:

1. Log into the Producer Portal
2. Click on "New Business" tab then "Medicare" and "Enroll" link.



3. Enter the Zip Code, select the county the beneficiary resides in, enter their date birth and choose the plan in which they are enrolling.
4. After starting the application, you will be required to enter your producer information, including agency and agent code.
5. You will be then be asked to upload your scope of appointment and accept the Statement of Understanding.
6. When you have completed entering all of the required information, you will come to the "Review" Screen. At this screen you will be able to print out a summary of the application.

PRELIMINARY STATEMENTS

Please upload the Scope of Appointment form

A Scope of Appointment (SOA) is required for all face to face meetings. You are required to upload the scope with the application for all face to face meetings. If you are not able to upload the document, please fax the enrollment form and SOA to 1-888-663-0258.

Please read and confirm the Statement of Understanding.

By completing this enrollment, I understand that I will be submitting an actual enrollment request and I agree to the following:

✓ Agent Information
✓ Enrollment
✓ Primary Care Provider
✓ Review

PLEASE REVIEW BEFORE SUBMITTING!

Please take a look at your application responses to verify your client's information. If there is anything that needs to be changed, click on the 'Edit' button.

SELECT REGION AND PLAN

Where does your client live?
17001 CUMBERLAND

What is your client's birthdate?
01/01/1950

Your client qualifies for the following enrollment periods.
Which do you prefer to enroll for?
2015

What product is your client enrolling in?
Freedom Blue PPO

In what plan is your client enrolling?
Freedom Blue PPO ValueRx

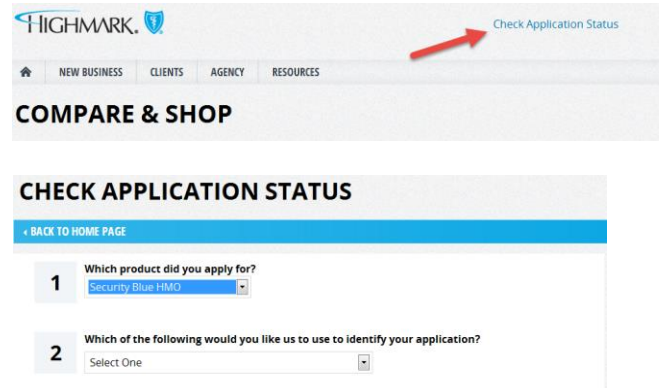
Is your client a current member of Freedom Blue PPO coverage with Highmark and does he/she wish to switch plans within this product?
No

7. After you submit the application, you will be directed to a confirmation screen. At this screen you can email yourself a confirmation for your records.

DID YOU KNOW THAT YOU CAN CHECK APPLICATION STATUS ONLINE?

Once you submit an application to Highmark via online enrollment, you can check the status of the application through the Producer Portal. To check the status of an application:

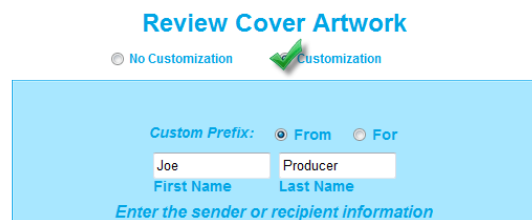
1. Log into the Producer Portal
2. Click on “New Business” tab then “Medicare” and “Check Application Status.”
3. You will be asked to enter the client's zip code, the product applied for and two forms of unique identification. Once the information is entered, you will be able to see the status of the application.



DID YOU KNOW THAT YOU CAN REQUEST ENROLLMENT KITS ONLINE?

To place an enrollment kit order:

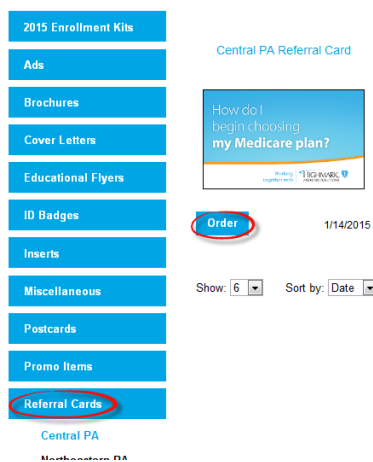
1. Log into the Producer Portal
2. Click on “New Business” tab then “Medicare” and “Enrollment Kit Supplies”
3. A new window will open. Choose “shopPRO” to order enrollment kits.
4. Select “Enrollment Kits” to order customized, print-on-demand enrollment kits and select the appropriate region
5. Select the product for which you would like to order kits (hover over kit image to view applicable counties)
6. Customize the kit with sender or recipient information or select “No Customization” if you wish to order blank kits
7. Verify the number of copies and shipping address before placing your order



DID YOU KNOW THAT YOU CAN REQUEST SENIOR MARKETS ADVERTISEMENTS?

Highmark Senior Markets has created CMS approved advertisements that you can use to help market your services to current and potential clients. To place a marketing material order:

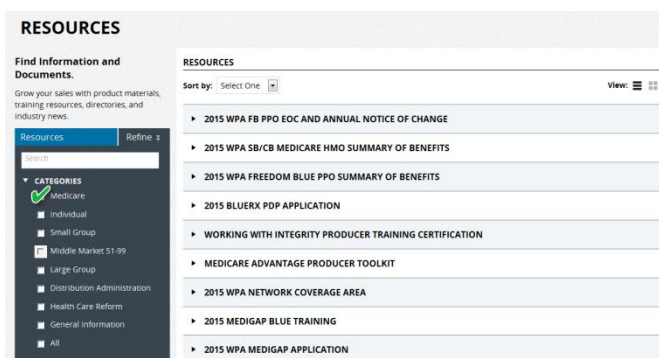
1. Log into the Producer Portal
2. Click on "New Business" tab then "Medicare" and "Enrollment Kit Supplies"
3. A new window will open. Choose "shopPRO" to order enrollment kits.
4. Select the item to order and select the appropriate region
5. Customize the material as applicable



DID YOU KNOW THAT YOU CAN VIEW AND DOWNLOAD IMPORTANT DOCUMENTS ONLINE?

The producer portal houses many important documents that producers can use to market and sell Highmark Senior Products.

To access these documents, click on the "Resources" tab. All documentation available to producers will be under the "Medicare" heading.



Highmark Senior Markets Producer Contact List

Web Address: producer.highmark.com
Producer Hotline: 1-800-652-9459
Enrollment Fax: 1-888-663-0258