**Health Risk Assessment – HRA (Health Assessment Tool – HAT)**

**Completion upon Enrollment**

**Sales Agent Incentive Program**

**Frequently Asked Questions**

1. **What is the Health Risk Assessment (Health Assessment Tool - HAT) Completion Upon Enrollment Incentive Program?**

Beginning in CY2021 AEP (October 15, 2020), a new incentive program will be available for Sales Agents. The Health Plan has requirements to conduct health assessments on all new members within ninety (90) of the effective date of their enrollment.

The HRA/HAT form will now be available to Sales Agents during new enrollments via the online enrollment application on the agent portal to address the requirement. This technology will allow us to offer a Sales Agent Incentive for these completed initial HRA/HATs which additionally contribute to the SNP Care Management Metric Star Score. The incentive will be effective for members who have an effective date of 1/1/2022 and beyond, as long as this sales agent incentive program is in effect.

To be able to use this functionality, an internet connection is required for both the Agent Portal and Flowfinity application.

1. **What is the HRA/HAT?**

The HAT, also known as a health risk assessment (HRA), is required by the Centers for Medicare and Medicaid Services (CMS) and is to be completed initially by all members and annually thereafter by all SNP members. HRAs are questionnaires that evaluate lifestyle factors and health risks of an individual. In addition to being a CMS requirement, the HAT helps the Plan:

* Determine if the member might benefit from receiving a call from a nurse or Social Worker. Many members have experienced the advantages of participating in Case and Disease Management.
* Develop individualized care plans to facilitate improved health outcomes.
* Generate a Health Appraisal Profile that helps the member identify potential risks as well as resources to overcoming barriers.

1. **Will all enrollees be able to complete the HRA/HAT form after the application process with the sales agent?**

Yes. We now offer the HRA/HAT after every new enrollment, regardless of PBP on both Freedom and Optimum!

1. **What are the incentive amounts?**

The incentive payments for brokers is $65 per HRA/HAT completed that meets the terms listed below.

1. **How will the Sale Agent Incentive be paid out?**

Commissions and incentives will calculate accordingly. The incentive will be paid to sales agents through the normal incentive payment process by Finance.

1. **What are the incentive payout terms?**

* HRA/HAT is completed at the point of sale for an enrollee with a completed application. Enrollee must become a member and must stay effective for at least 30 days. Payment for HRA/HAT will be not be issued if they don’t stay at least one month.
* Point of sale HRA/HAT completions only via our Online Enrollment Center (OEC) and Flowfinity. HAT incentive for sales does not include any paper forms, Connecture or Sunfire applications.
* While the Plan encourages enrollees to complete the entire HAT, the Plan understands that enrollees may be occasionally hesitant to answer all questions. To qualify for the Sales Agent Incentive, the enrollee needs to answer at least 80% of the questions.

1. **Can Sales Agents see the HAT form after submission?**

Yes. Through the online enrollment application on the Agent Portal, you can use the “Search your HAT” feature. This feature will let you search for enrollees that you have worked with to complete the HRA/HAT and view a PDF of the completed HRA/HAT. Please see the How-To PowerPoint for further instructions.

Please see the Flowfinity User Manual 2021 Updates document for instructions on how to access completed HRA/HATs that were completed via Flowfinity.

1. **Can Sales Agents elect not to offer the HRA/HAT to enrollees if time does not allow?**

Yes. If a sales agent needs to elect not to offer the HRA/HAT due to situations like high call volumes, the sales agent can simply click “Cancel” on the Medicare HAT Form screen that appears after the enrollment application has been submitted.

1. **Who can I contact for questions?**

Please contact Agent Services 1-877-877-0539 with any questions. For Spanish call: 1-877-877-0538.