



# VALUE BASED ENROLLMENT.

Health Risk Assessment - VBE HRA

## What is a Health Risk Assessment (HRA)

The Health Risk Assessment (HRA) is a tool that helps the health plan assess a customer's needs by asking a series of health-related questions. Answers are used to partner with health care providers and to develop a plan of care

*Value Based Enrollment (VBE) is a Cigna quality initiative to meet our customer where they want to meet. It is an opportunity to engage and connect our customers to their new Cigna health plan immediately following enrollment. This process goes well beyond collecting health information and will allow Cigna to deliver on a high-quality customer engagement process that will set the stage for a successful beginning with the new customer. The electronic HRA is one of the programs under this initiative.*



# Why should I help customers submit a HRA?



The VBE HRA program is an opportunity for the agent to engage with the customer and solidify their relationship. Agents are often the first interaction a customer has with Cigna. Assisting the customer to complete the HRA is an opportunity to strengthen the relationship agent has with the customer by encouraging them to take this first step in using the full benefits Cigna plans have to offer.

## What Medicare plan types are eligible for the VBE HRA payment?

HRAs completed for Cigna Medicare Advantage\* customers effective and after 1/1/2022 are eligible for the HRA payment. The HRA payment will be made for new Medicare Advantage customers, and voluntary customer plan changes that result in active Cigna customers. \*This program is not available for Leon plans nor stand-alone Medicare Prescription Drug plans

## What is the difference between Revel/Revel Health and Icario Amplify?

Revel/Revel Health is the vendor Cigna is working with to implement the Cigna's electronic HRA. Revel is undergoing a merger process to become "Icario". Amplify is the web-based application that will be used to administer Cigna's HRA to customers/customers.



# Prerequisites and Requirements



## What are the prerequisite requirements for me to participate in Cigna's VBE HRA program?

To be authorized to facilitate the VBE HRA, you must:

- Complete VBE HRA training via Producers' University at [www.CignaMedicareProducers.com](http://www.CignaMedicareProducers.com)
- Qualify as "Ready to Sell" to complete the enrollment application with the customer.
  - o Currently this program is only offered to the licensed and appointed agent/broker listed as the AOR for the applicant. Cigna is exploring the opportunity to extend this program to other licensed and non-licensed representatives of our sales partners. More information will be released once the capability becomes available.

You may reach out to Icario's customer service inbox ([customer.service@icariohealth.com](mailto:customer.service@icariohealth.com)) with any questions/inquiries. If you still have a question about or issue related to the HRA survey, you should contact the Cigna Agent Resource Line (CARL) at [carl@cigna.com](mailto:carl@cigna.com), or 866-442-7516; Monday - Friday 7:00 AM to 6:00 PM CST, extended hours for AEP (10/1 - 12/7) Monday - Saturday 7:00 AM to 9:00 PM and Sunday 9:30 AM to 6:00 PM CST

## After I complete training, how long will it take to be registered in the HRA site?

Within 7-11 calendar days\* after completing the VBE HRA training you will receive an email invitation from Revel Connect/Icario informing you to activate your account on Amplify.

\*assumes you are "Ready to Sell" as defined above



## What should I do if I can't login to the Revel site?

You will establish a login to the Amplify system first, including creating a passcode. After you set up your account, you should use the following URL to log into your Amplify account: <https://connect.revel-health.com/sign-in>. If you forget your password, you will click on the 'Reset Your Password' link. You will receive an email with steps to reset your password.

### **Note:**

- o The link included in your Revel Connect Welcome Email is no longer valid after you activate/register for your account.
- o The link included in your Revel Connect Welcome Email expires 3 days after receipt. After 3 days, you should click on the link as directed in your email in order to create your password/account in Amplify: i.e., "This link will expire in 3 days. If the link has expired, you can create your password here."

# Health Risk Assessment and Revel



## Can CARL assist with administering the HRA on behalf of the agent/broker?

No, neither the CARL Plan Change Line nor the Broker Enrollment Application (BEA) Line will complete HRA surveys for the agent; the agent is responsible to facilitate the HRA with the customer.

## What web browser do I need to use to access Cigna's electronic HRA via Amplify?

Preferred browsers for best performance are Google Chrome & Safari. Other browsers will work but are not recommended- they include Edge and Internet Explorer.

## What should I do if I already have a Revel Health/Amplify account with another plan/carrier?

If you are associated with multiple companies you will receive a Welcome Email for each company, and set up a password for each company. Once logged in, you will select Cigna's company logo in order to access Cigna's HRA

## Does any information previously entered via the enrollment process, get pulled into the HRA?

No, you will need to re-enter customer details into Amplify before completing the HRA, including but not limited to the customer's MBI.

## When should an HRA be completed?

You must facilitate the HRA with the customer and submit the completed HRA within the HRA tool, within two (2) calendar days of the customer's application sign date. As a best practice, you should obtain the HRA immediately after completing the customer's application for enrollment. Otherwise, we recommend confirming your next appointment with the customer with the date and time details, prior to making the next outreach.



# Health Risk Assessment and Revel



## Are there talking points available?

Yes, as a best practice, Cigna's defined talking points should be leveraged during the VBE HRA process. VBE HRA Talking Points are located in Producers' University in the Resource Library ([www.CignaMedicareProducers.com](http://www.CignaMedicareProducers.com)).

## How frequently will HRA payments process? What should I do if I haven't received a payment for a HRA submission?

Payment for 1/1/22 effective customers will be made in early February. Outside of 1/1/22 effective customers, payments for completed HRAs will be made on the first pay cycle of the month approximately 3-7 weeks after the HRA has been submitted. Timing of payments will be dependent on the time of the month the HRA was submitted to Cigna.

If you haven't received a payment for HRA submission, reach out to Cigna Agent Resource Line (CARL) at [carl@cigna.com](mailto:carl@cigna.com), or 866-442-7516; Monday - Friday 7:00 AM to 6:00 PM CST, extended hours for AEP (10/1 - 12/7) Monday - Saturday 7:00 AM to 9:00 PM and Sunday 9:30 AM to 6:00 PM CST.

