

Medicare Market: 2017 Medicare product certification training available online

The Medicare annual enrollment period (AEP) is just around the corner, and you must be certified if you want to sell during AEP.

All Blue Cross and Blue Shield agents servicing, marketing or selling 2017 Medicare plans must complete 2017 certification this fall for MedicareBlue Rx, including Group MedicareBlue Rx. Agents who do not successfully complete certification will not be eligible for commissions and will face corrective actions if they attempt to service, market or sell 2017 Medicare plans.

Medicare Basics training

Blue Cross and Blue Shield is again offering training from Pinpoint Global Communications (Pinpoint) Medicare Basics, with content provided by ClearStone Solutions. This training provides interactive Medicare training that engages users to respond and apply content to real-life situations. It can also reduce training time through efficiently developed content that meets all Centers for Medicare and Medicaid Services (CMS) training requirements.

CMS Medicare Parts C & D Fraud, Waste and Abuse training and General Compliance training are also included in the core training.

Basics course fee

Blue Cross and Blue Shield negotiated a discounted fee of \$89.95 for the Pinpoint Medicare Basics course. You will need to pay this fee when you log in to the MedicareBlue Online Training Center, unless you are uploading your 2017 America's Health Insurance Plans (AHIP) completion certificate to satisfy the core training requirement.

AHIP training in lieu of Pinpoint training

Blue Cross and Blue Shield will accept 2017 AHIP Medicare Basics training in lieu of 2017 Pinpoint Medicare Basics training. You will be required to upload your AHIP certificate to the MedicareBlue Online Training Center.

Product training

There are two certification tracks — one for Individual MedicareBlue Rx and the other for Group MedicareBlue Rx. You may be assigned to one or both tracks. Please complete all courses assigned to you. If you have questions about your track assignment, please contact your Wellmark representative or SalesCompliance@Wellmark.com.

The MedicareBlue Online Training Center will house links to the Pinpoint Medicare Certification System and Blue Cross and Blue Shield product training for easy accessibility and completion.

Important note about rates

The online Medicare certification training will provide you with information about 2017 rates and benefits. You may not publicly share 2017 individual MedicareBlue Rx information until Oct. 1, 2016, when CMS allows plans to begin marketing products for 2017.

For reference The following documents will be posted to the "Resources" section of the online training center:

- "Training and Certification Frequently Asked Questions (FAQ)," which contains additional information about the 2017 Medicare certification training and how to log in to the online training center
- 2017 MedicareBlue Rx (PDP) Agent Administrative Guide
- Certification User Guide

Blue Briefings Online – September 1, 2016

Non-licensed and/or non-appointed individuals are not allowed to act in a marketing and sales capacity and will not have a user account created for them. Non-licensed/non-appointed individuals may provide customer service support by assisting current members with their current plan, but they are not allowed to solicit new business, discuss product options, determine suitability or recommend a Medicare product to a beneficiary.