



<b>Sales Representative Name (print)</b>	<b>Market / State</b>	<b>Date of Observation</b>
<b>Observer Name (print)</b>	<b>Observer's Position</b> <input type="checkbox"/> Sales Manager <input type="checkbox"/> Sales Director <input type="checkbox"/> Trainer <input type="checkbox"/> Compliance	<b>Product Presented</b> <input type="checkbox"/> HMO <input type="checkbox"/> PPO <input type="checkbox"/> PDP
<b>Presentation type:</b> <input type="checkbox"/> In-home <input type="checkbox"/> Seminar <input type="checkbox"/> Other		
<b>Media utilized:</b> <input type="checkbox"/> Projector <input type="checkbox"/> Laptop <input type="checkbox"/> Flipchart		

**Rating System:**

For sales/presentation skills =    **0** — Unacceptable (or not done)  
     **1** — Improvement needed  
     **2** — Meets Expectations  
     **3** — Exceeds Expectations

**Note:** All ratings must be whole numbers and any item that receives a rating of 0 or 1 is required to contain comments/observations, including recommendations for how the sales Representative may improve or correct the behavior/skill.

General Information	
<b>Business Card</b>	
Current?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Appropriate Title?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Observations	Yes	No	N/A	Comments/Observations
Was the facility handicapped accessible and was there adequate "signage" (i.e., handicap logo on parking spaces or standing signs, handicap bathrooms, etc.)?				Sales Representative Compliance Guide, page 64, #1
Did the event/appointment take place as scheduled?				Sales Representative Compliance Guide, page 64, #1
Did the conference room have sufficient seating, lighting and appropriate temperature?				Sales Representative Compliance Guide, page 64, #1
Did the Representative have light refreshments for sales seminar attendees?				Sales Representative Compliance Guide, page 64, #1
Did the Representative have a sign-in sheet for attendees? If so, did the Representative indicate that providing contact information was optional?				MMG, 70.9, page 51
Did the Representative have a sufficient number of pre-enrollment kits including, hardcopies of provider and pharmacy directories and Summary of Benefits?				Sales Representative Compliance Guide, page 64, #1 and pages 11-12
Did the Representative clearly identify him/herself as a CareSource employee or sales Representative of an affiliated agency, as applicable, and offer his/her business card to prospect?				Sales Representative Compliance Guide, page 42 and page 15
Did the Representative or presenter state the purpose of the presentation, including a clear description of the products to be discussed at the presentation?				
Did the Representative explain when attendees could join the plan (Election periods)?				Sales Representative Compliance Guide, page 15-16, Sales Representative Checklist, #10

Agent initials \_\_\_\_\_ Observer initials \_\_\_\_\_



Observations	Yes	No	N/A	Comments/Observations
Did the Representative explain when, or if, a beneficiary will be allowed to make a plan change during the current enrollment year or disenroll from the plan?				Sales Representative Compliance Guide, page 15-16, Sales Representative Checklist, #10
Explained that Medicare members who belong to a Medicare Advantage or PDP plan are still enrolled in Medicare?				
Did the Representative state the compensation disclosure that they are employed with CareSource and may be compensated on enrollment in a plan?				Sales Representative Compliance Guide, page 15-16, Sales Representative Checklist, #8
Did the Representative explain who is eligible to join the plan?				Sales Representative Compliance Guide, page 15-16, Sales Representative Checklist, #11

**This section is "Product Specific"**  
**Select the product presented from below and complete that section only.**

HMO	Rating (0-3)	Comments/Observations
Clearly explained the PCP and specialist network and how they work.		MMG, 70.7, page 48
Provided guidance on locating the Provider Directory on caresource.com or call customer service if no web access.		
Made sure the customer understood they must contact their PCP for all care, except for emergency or urgently needed care.		
Clearly explained how to change the PCP.		
Allowed the prospect to select their PCP from the Provider Directory.		

PDP/MAPD — Plans Offering Drug Coverage	Rating (0-3)	Comments/Observations
Discussed availability of additional drug cost assistance for Medicare beneficiaries with low or limited income.		Sales Representative Compliance Guide, page 65
Referred beneficiary to online formulary tool to determine if particular drugs are covered under the plan.		Sales Representative Compliance Guide, page 65
Informed prospect of the importance of using network pharmacies to have prescriptions filled.		Sales Representative Compliance Guide, page 65
Explained that if the prospect has an MA plan, enrollment in a PDP plan would result in their disenrollment from the MA plan, unless MA is PFFS with no Rx.		
Representative explained the copay and deductible for drugs covered under Part D.		Sales Representative Compliance Guide, page 65
Representative fully explain the coverage gap.		

Agent initials \_\_\_\_\_ Observer initials \_\_\_\_\_



All Plans	Yes	No	N/A	Comments/Observations
Clearly explained plan premium payment options.				MMG, 70.7, page 47
Explained that the plan contract is renewed annually.				Sales Representative Compliance Guide, page 15-16, Sales Representative Checklist, #5
Gave the prospect the correct proposed effective date.				Sales Representative Compliance Guide, page 18
Verified the prospect understood the plan in which he/she was enrolling (e.g., beneficiary believed he/she was enrolling in PDP when, in reality, the enrollment was in a MA-PD plan).				Sales Representative Compliance Guide, page 15-16, Sales Representative Checklist
Representative stated that the prospect will no longer be able to use their former insurance (i.e., Original Medicare, Medicare Supplement, etc.) after their enrollment in the MA-PD plan is effective.				
Thoroughly explained all plan benefits using the plan Summary of Benefits booklet in language easily understood by prospect.				Sales Representative Compliance Guide, page 15-16, Sales Representative Checklist, #12
Thoroughly explained specific details of plan including Premiums, "Donut Hole" and Summary of Benefits.				Sales Representative Compliance Guide, page 15-16, Sales Representative Checklist, #12
Explained Unsolicited Contact Rule and made available BRC (Business Reply card) for attendees requesting future contact (Seminars).				MMG, 70.5, page 44
Left all required materials with customer (SB, business card, all sales packet materials).				

General Observations	Rating (0-3)	Comments/Observations
Demonstrated ability to make conversation with the prospect to build rapport/ trust.		
Demonstrated proficient use of sales presentation.		
Restated customer's questions to verify full understanding before answering.		
Handled objections effectively and professionally, demonstrating understanding of prospect's concerns and addressed each appropriately.		
Demonstrated effective listening skills to obtain information about prospect's specific needs.		

Agent initials \_\_\_\_\_ Observer initials \_\_\_\_\_



General Compliance	Yes	No	N/A	Comments/Observations
Representative made political remarks regarding Medicare or current legislation.				Sales Representative Compliance Guide, page 64, #2
Representative <u>required</u> attendees to sign documents or forms other than the enrollment form (Seminars or Events).				
Representative provided a meal or multiple food items that could be bundled and construed as a meal (Seminars or Events).				MMG, 70.3, page 43
Representative offered the prospect a gift, in excess of \$15 in retail value and/or cash of any amount.				MMG, 70.1, page 42
Representative misrepresented him/herself as working for the government or CMS or imply that CareSource plans are endorsed by CMS or the government.				MMG, 40.4, page 16
Representative conducted sales activities in a healthcare setting other than an "approved" common area.				MMG, 70.11, page 54
Representative offered rebates or cash as an inducement to the prospect in an effort to influence his/her decision to enroll.				MMG, 70.1.1, page 42
Representative requested referral contact information during appointment or seminar.  <i>(Distribution of business cards is acceptable)</i>				Enrollee ok, beneficiary no MMG, 30.8 page 40 Names/mailling addresses ok No phones/emails
Representative marketed non-health related products (such as annuities or life insurance) during a MA-PD or PDP presentation.				MMG, 70.9.2, page 52
Representative engaged in "cherry picking" of healthier prospects and discouraged a prospect with greater health care needs from enrolling.				MMG, 70.9, page 51
Representative used only CMS approved marketing materials in presentation and clearly explained the information presented.				Sales Representative Compliance Guide, page 37
Representative made absolute statements claiming the plan is the "best" or made negative comments about other health plans or Original Medicare.				Sales Representative Compliance Guide, page 64, #3 MMG, 40.4, page 17
Representative fully reviewed the sales presentation with the prospect.				Sales Representative Compliance Guide, page 65, #5



**Findings during Evaluation**

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**1. Any finding** (0, 1, Yes when it should have been a No or vice versa) requires a recommendation for improving or correcting the behavior/skill.

List Findings Here:

<b>Sales Representative</b> (Sign & Date)	
<b>Individual Completing Evaluation Form</b> (Sign & Date)	