MEMBER ACTIVATION INITIATIVE

A quick-start guide for Medicare Advantage field agents

$50

FOR EACH COMPLETED MEMBER ONBOARDING

Complete onboarding within 10 days of the application signature date.

WHO CAN BE ONBOARDED?

Every eligible Medicare Advantage enrollment:

New and plan-to-plan (P2P) | MAPD and MA | Humana and CarePlus

START IMMEDIATELY

From the enrollment confirmation page

1. Complete the application in Sunfire.
2. Click Explore Opportunities.
3. Click Start guided flow.
4. Begin the Member Onboarding module and follow each prompt.

RETURN WITHIN 10 DAYS

For follow-up after enrollment

1. Launch Sunfire.
2. Open Search Contacts.
3. Search using the enrollment code. MAI activities are tracked by this code.
4. Open the member's guided flow and complete Member Onboarding.

FINISH THE GUIDED FLOW

- Complete Onboarding and Consents.
- Complete the system-assigned HRA or MCA.
- Complete each module that Sunfire presents.
- Finish Closing, then save and submit.

COMPLIANCE - DO NOT SKIP

- Record MAI using Humana's IVR or your own approved, HIPAA-compliant recording system. **Humana IVR: 1-872-234-8269**
- Read HRA/MCA questions verbatim.
- Do not steer or assume responses.
- Follow Sunfire options exactly; do not skip.
- English is the only language option currently.

ENROLL > ACTIVATE > SUBMIT WITHIN 10 DAYS > EARN $50

Humana MarketPoint for Agent Training Purposes Only (Not CMS Approved). Do not distribute to prospects, applicants, members, or the general public. Requirements and compensation are subject to current program guidance.

Source: Member Activation Field Agent Job Aid | Revised 05-15-26 | TRN-REF-1780