

Member Activation

Field Agent Job Aid

Purpose

This job aid helps agents confidently complete MAI by explaining what to do, where to do it, and how to deliver Sunfire scripting compliantly.

What is the Member Activation Initiative (MAI)?

MAI is the structured **post enrollment activation process** completed in **Sunfire** to help new members understand and use their benefits. It ensures required onboarding, assessments, education, and preventive care steps are completed compliantly while creating a positive first experience.

MAI Modules (End to End Flow)

Not every member sees every module. Sunfire controls what appears based on eligibility and responses.

1. **Onboarding & Consents** – Verify contact information, communication preferences, and required permissions.

2. **HRA or MCA**
   - **HRA (Health Risk Assessment):** SNP members
   - **MCA (Member Care Assessment):** Non-SNP members
   - Sunfire will display **only one**, never both

3. **CenterWell Pharmacy Education** – Educate and attempt registration immediately after enrollment.

4. **Wellness Visit Options (Prompted)**
   - In-Home Wellness Visit (IHWV)
   - PCP AWV
   - CareTalk Health (virtual)

5. **Cologuard® (If Eligible)** – Colon cancer screening option.

6. **Closing** – Set expectations and confirm next steps.

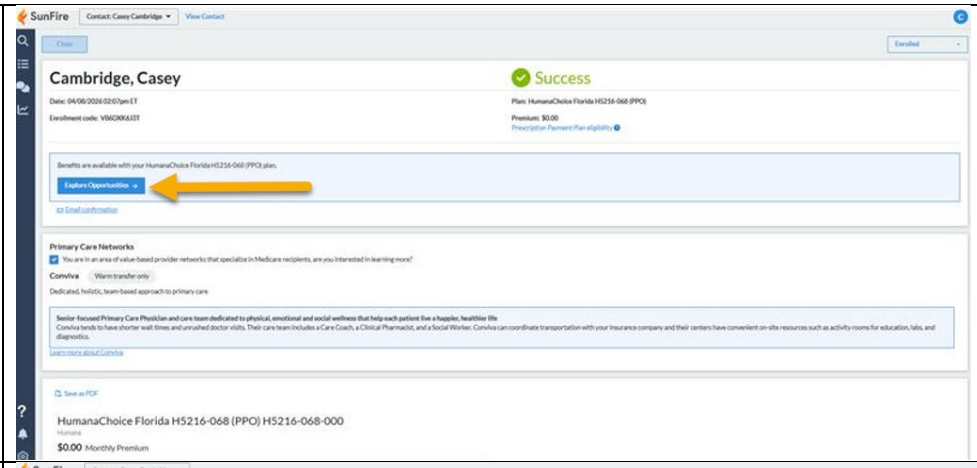
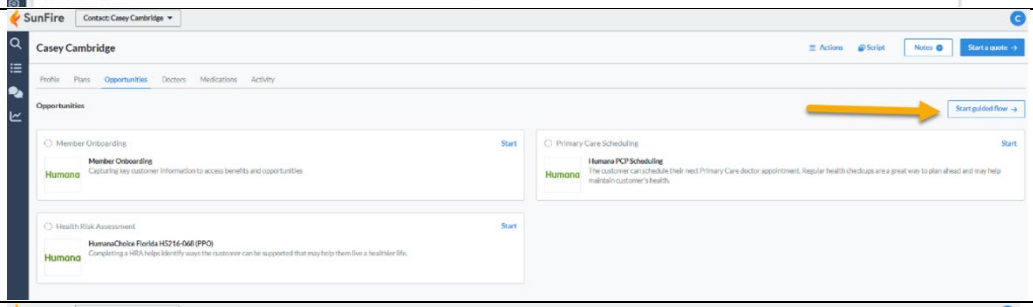
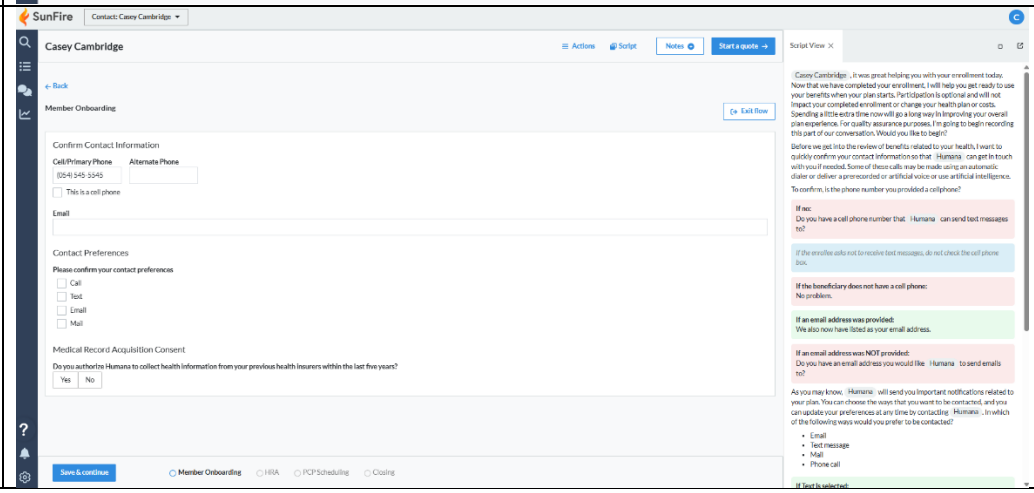
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MarketPoint TRAINING

How to Access Sunfire

All MAI activities are completed in **Sunfire** post enrollment.

How to Access MAI immediately after Enrollment:

1. Click "**Explore Opportunities**":	
2. Click on "**Start guided flow**"	
3. Begin with Member Onboarding Sunfire Module	

Note: If accessing Sunfire through MP360, click here for an instructional video on that process. PDF Guide available in the Appendix.

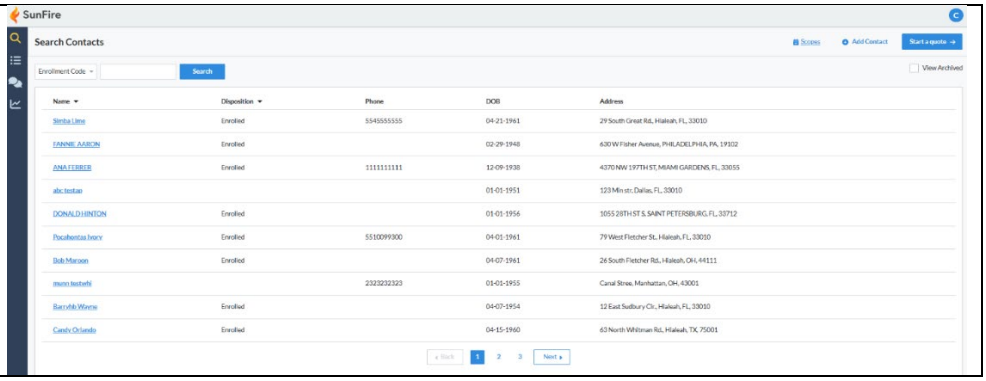
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Member Activation (Field Agents)

How to Access MAI within 10 days after Enrollment

1. Launch **Sunfire** 2. **Search Contacts** – best to search using the **enrollment code** MAI activities are tracked by enrollment code	

Language Options

- English is the only option at this time.

Compliance (Do Not Skip)

- The MAI process **must be recorded** using approved IVR
- Read assessments (HRA/MCA) **verbatim**
- No steering or assumption-based responses

- **Update: CenterWell registration attempt** best completed immediately after completing the enrollment, however may complete within the 10-day window.

Plans Eligible for MAI

MAI can be completed for:

- **New Enrollments**
- **Plan-to-Plan (P2P) Enrollments**
- **MAPD & MA plans**
- **Humana & CarePlus** products

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FAQs

1. **Why didn't a module appear?**
   Eligibility responses may unlock or suppress modules. This is expected behavior.

2. **Can I skip a step if the member declines?**
   No. Follow Sunfire options exactly (e.g., Decline / Not Now).

3. **What if something looks wrong?**
   Do not force a task. Verify responses and trust the workflow.

4. **Can I complete the MAI activities on an outbound call?**
   Yes. Reminder to complete the HRA/MCA post enrollment and may complete the rest of the activities within 10 days of the enrollment submission.

5. **What's the difference between an HRA and an MCA?**
   - **HRA (Health Risk Assessment):** A CMS-required assessment for **SNP members** used annually to identify health risks and guide care planning.
   - **MCA (Member Care Assessment):** A similar assessment used for **non-SNP members** to collect health and care-needs information, but it is **not a CMS annual requirement**.

   In short: HRA = **SNP, CMS-required**; MCA = **non-SNP, informational**.
   Both assessments are crucial for tailoring care to members' needs.

Sunfire Scripting Text Indicators

Quick Memory Tip

- **Blue = Read it**
- **Green = Ask it**
- **Pink = Explain it**
- **Gray = Do it (don't say it)**

Use the color of the text in Sunfire to guide **how** information is delivered, not just what is said. Review the chart below for more details.

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Member Activation (Field Agents)

Text Color	Meaning	What It's Used For	How to Use It
🔵 **Blue**	**Verbatim / Compliance Required**	CMS or legally required language	✅ Read **exactly as written** ❌ Do **not** paraphrase, summarize, or skip
🟩 **Green**	**Member Response Drives Workflow**	Questions tied to system logic Responses determine eligibility, modules, or next steps	✅ Ask exactly as written ✅ Record the member's **true response**
🌸 **Pink**	**Agent Guidance / Conversational Support**	Coaching or explanatory guidance Not regulatory language	✅ Use as guidance ✅ Natural wording is allowed
⚫ **Black**	**Informational Text**	General instructions or headers Not compliance-specific unless paired with Blue or Green	✅ Use professional judgment
⚙️ **Gray**	**System Direction (Agent-Only)**	Prompts like "Select one" or "Complete before continuing" System instructions	❌ Do **not** Read

Resources

Use these resources as needed:

- Assigned training is located in Humana MarketPoint University via Vantage
- Scripting – should access within Sunfire (right side of screen)
- Resources in AAU
  - **HRA vs MCA Job Aid**
  - **Health Risk Assessment**
  - MAI Sunfire Quick Reference Guide (end to end) – coming soon

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Where to Go with Issues

- **Tool or Workflow Issues:**
    - Career agents - reach out to their leader or submit a ticket for Sunfire support
    - Partner agents - reach out to their BRT contacts or submit a ticket for Sunfire support using their current incident reporting process

- **Compliance Questions:** Sales Integrity / Leadership
- **Process Questions:** Training materials, MAI job aids, Leadership

MAI Checklist

Before

- Enrollment complete
- IVR recording line ready
- Sunfire access confirmed

During

- ☐ Onboarding & Consents
- ☐ HRA or MCA (system-assigned)
- ☐ CenterWell education + registration attempt
- ☐ Offer prompted wellness options
- ☐ Read prompted colon cancer screening questions
- ☐ Read all questions verbatim

End

- ☐ Complete Closing section
- ☐ Save and submit workflow

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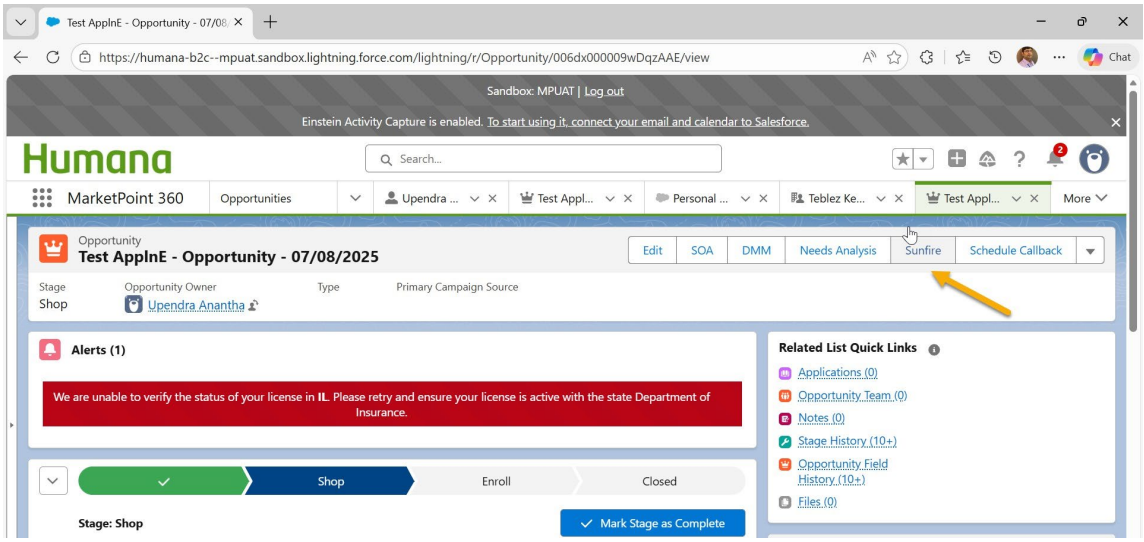
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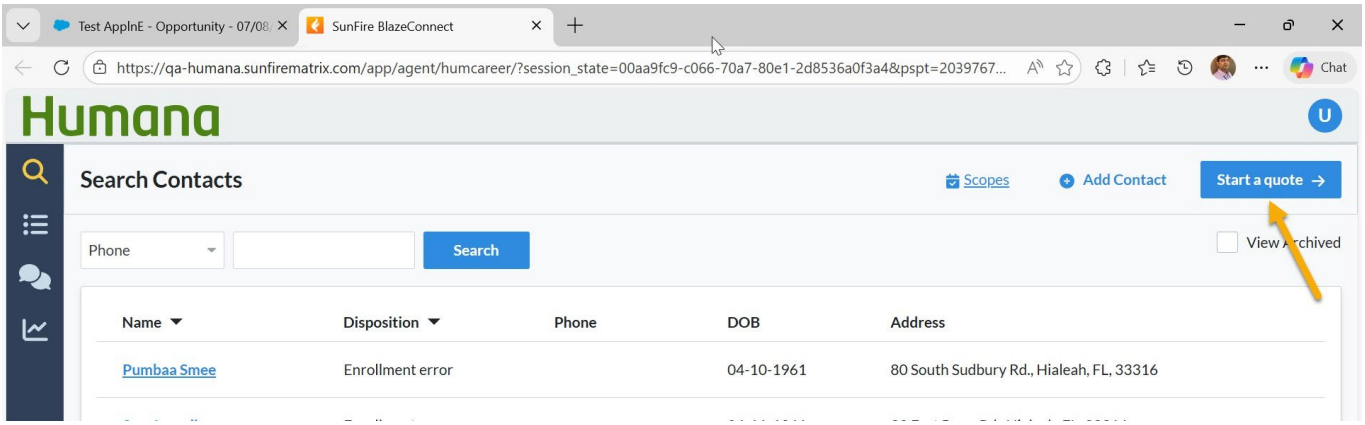
Appendix

Guide for accessing Sunfire through MP360:

Step 1: Click on SunFire link (*or click on 'Save and Enroll' under 'Needs Analysis' page*) to navigate to Blaze Connect landing page to enroll an application



Step 2: Navigate to 'Search Contacts' page shown below; click on 'Start a quote' button to initiate the enrollment



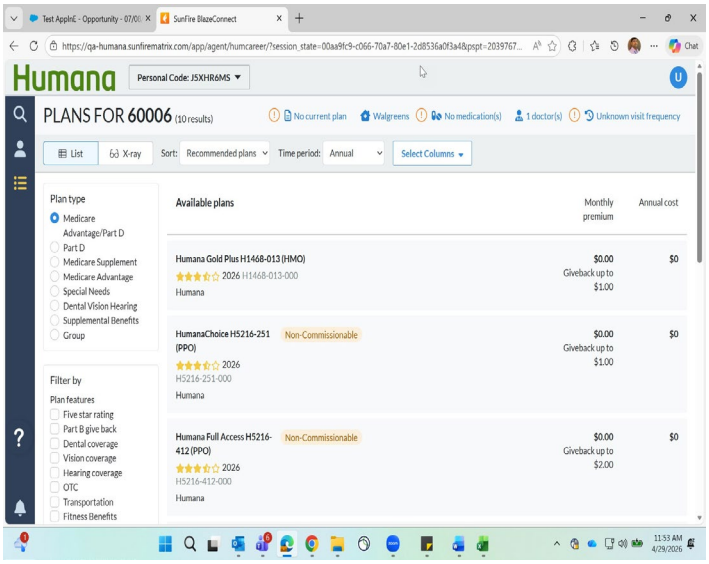
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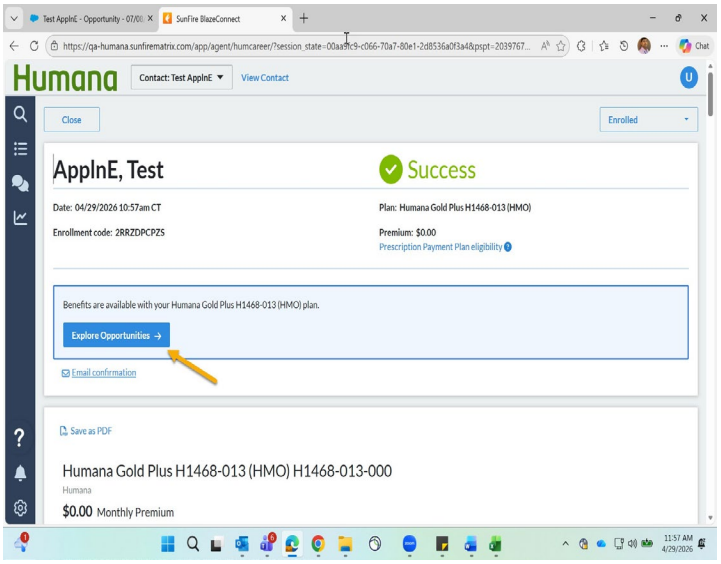
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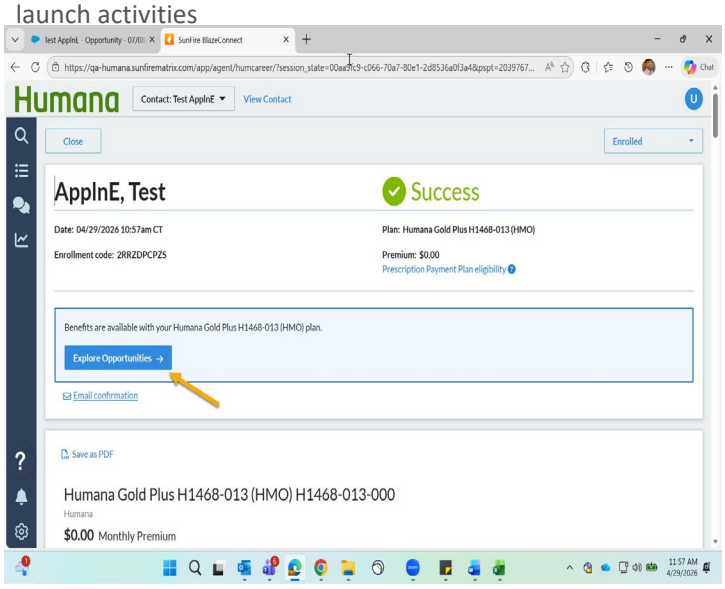
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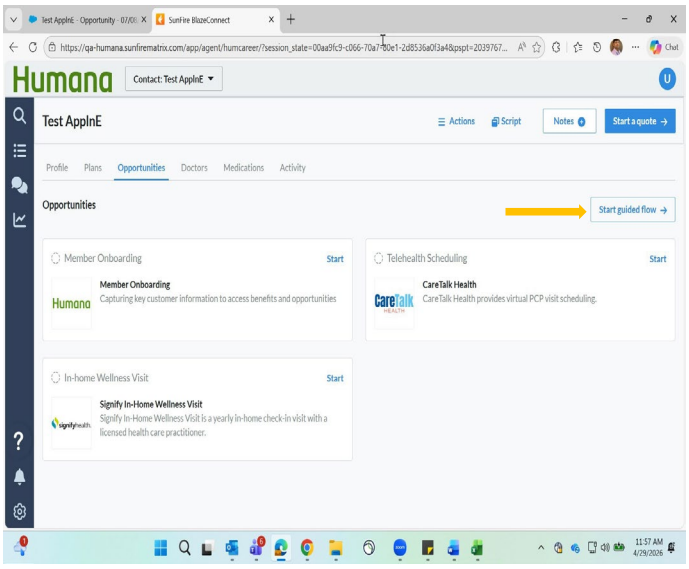
Step 3: Select any plan; continue navigating through the enrollment until the confirmation page appears. Then, click on ‘Explore Opportunities’ to navigate to MAI Opportunities page





Step 4: Click on ‘Explore Opportunities’ to navigate to the MAI Opportunities page and click ‘Start guided flow’ to launch activities





End of Job Aid

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