

COMPLIANCE BULLETIN

GUIDANCE FOR UNITED HEALTHCARE CERTIFIED AGENTS

USE OF GENERIC MARKETING MATERIAL AND FORMAL/INFORMAL EVENT PARTICIPATION

CB0015-14
April 8, 2014

EFFECTIVE DATE: JANUARY 24, 2014

General Marketing Material

Advertising materials include print materials, websites, and social media. Please send a copy of your generic marketing material, to Compliance@NSGAccommunications.com so we can add to our files.

Formal and Informal Event Participation

Reminder: All United Healthcare (UHC) agents certified to participate in events and representing UHC.

Remember: Network Insurance must be copied on all UHC event(s) scheduling and/or cancellation(s). Please send your information to: Compliance@NSGAccommunications.com.

Event Scheduling

Carriers must notify CMS of all formal and informal marketing/sales events via Health Plan Management System (HPMS) prior to advertising the event or seven (7) calendar days prior to the event's scheduled date, whichever is earlier. Changes to marketing/sales events, (e.g., cancellations and room changes), should be updated in HPMS at least forty-eight (48) hours prior to the scheduled event. If UHC has stricter event guidelines, the carrier rules supersede the above-described guidelines.

Cancellations

- Notification of cancelled sales events should be made at least forty-eight (48) hours prior to the originally scheduled date and time of the event.
- **If you are unable to attend a scheduled event, it is up to the agent/up-line to find a suitable replacement, per the carrier's guidelines.**

Event Marketing Material

As you know, you must only use CMS/UHC-approved marketing material; there are **no** exceptions to this rule.

Corrective action for non-adherence to event guidelines:

The general discipline for non-adherence with event guidelines is set forth below. Steps may be added or removed at the discretion of the Company or carrier.

- a) First offense (Coaching) – as dictated by the carrier's disciplinary guidelines and additional corrective action, if any, as deemed by the Company's Compliance Department and/or the Company's leadership.
- b) Second offense (Corrective Action Plan (CAP)) – as dictated by the carrier's disciplinary guidelines and additional corrective action, if any, as deemed by the Company's Compliance Department and the Company's leadership.

Note: An agent "No Show" automatically warrants a CAP.

- c) Third offense – Disciplinary action up to and including possible termination of agent's capability to participate in future events.

If we can help you in any way, please send an e-mail to Compliance@NSGAccommunications.com.