



# Agent/Broker

## 2024 guide



# Welcome to the Baylor Scott & White Health Plan Agent/Broker Guide



We are excited to work with you as an extended representative of Baylor Scott & White Health Plan products.

## Getting started

If you have not yet been appointed with Baylor Scott & White Health Plan (BSWHP) [start the process](#).

Our License and Commission teams can help you become appointed and credentialed. They'll also help you meet and maintain the requirements to sell our Medicare, Marketplace and/or group products. Plus, they can provide assistance with:

- ▼ New Agent Onboarding, Contract and Appointment updates
- ▼ Bank Draft EFT/W9, TDI License and E&O Insurance updates
- ▼ Access to Medicare annual training
- ▼ Changing FMOs (when applicable)
- ▼ Medicare and Group AOR and Book of Business changes
- ▼ Commission Statement access and research (where applicable)

**Be sure to register for your Agent/Broker portal**

[Baylor Scott & White Health Plan](#)

# Making the sale

Our teams are ready and willing to help you answer questions, walk through processes, and support you and your clients any way we can.

## Medicare/ACA Marketplace Sales

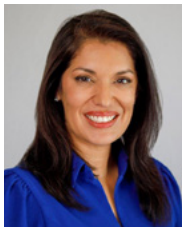
### *Sales Support*

This team assists our appointed Agents with the following (and more):

- ▼ Application status for Medicare and ACA/Marketplace
- ▼ Enrollment and AOR verification
- ▼ Medicare materials
- ▼ Agent portal access
- ▼ ID card replacement or temp cards
- ▼ Softheon portal access and navigation

### *Individual and Medicare Agent Sales Reps*

This team works closely with our agents to provide giveaways, event planning, setup and supplies, enrollment support, plan-specific training and sales opportunities. The Agent Sales Reps are a dedicated team that is always ready to assist.



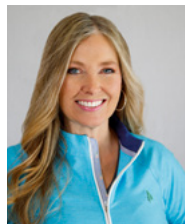
CTX: **Laura Cruz-Smith**  
Laura.CruzSmith@BSWHealth.org



NTX and WTX: **Tabitha Bird**  
Tabitha.Bird@BSWHealth.org

## Commercial Group Sales

When you're servicing groups with two or more employees, we're here to help. Our commercial Sales and Client Management teams work with our brokers and clients to provide marketing materials, new business quotes, account renewals, reporting, open enrollment support, billing assistance and other services that support the sales and service of our group business.



**Cambi Bruegger**  
Cambi.Bruegger@BSWHealth.org



**Jon Potter**  
Jonathon.Potter@BSWHealth.org

[Download contact information](#) for our Group Sales Representatives (large and small groups) and Client Management Team.

# After the sale

Customer Advocacy provides frontline assistance as the main contact for members who need help with any and all aspects of their health insurance. Common topics include verifying benefits and cost shares, prescription lookup and benefits, provider network status, claims processing review, verifying prior authorizations, processing payments, enrollment verification, and complaint and appeal initiation. We strive for first-call resolution for an exceptional member experience.

<b>Medicare</b>	<b>BSW SeniorCare Advantage</b> <ul style="list-style-type: none"><li>• General Questions: 866.334.3141</li><li>• HMO Premium Payment by Phone: 844.722.6251</li><li>• PPO Premium Payment by Phone: 844.722.6252</li></ul> <b>Covenant Health Advantage</b> <ul style="list-style-type: none"><li>• General Questions: 833.442.2405</li><li>• HMO Premium Payment by Phone: 844.722.6251</li></ul>
<b>Marketplace</b>	<b>Baylor Scott &amp; White Health Plan</b> <ul style="list-style-type: none"><li>• General Questions: 855.572.7238</li><li>• Premium Payment by Phone: 866.593.3232</li></ul>
<b>Individual (Non-Marketplace)</b>	<b>Baylor Scott &amp; White Health Plan</b> <ul style="list-style-type: none"><li>• General Questions: 844.633.5325</li><li>• HMO Premium Payment by Phone: 844.722.6251</li><li>• PPO Premium Payment by Phone: 844.722.6252</li></ul>
<b>Group</b>	<b>Baylor Scott &amp; White Health Plan</b> <ul style="list-style-type: none"><li>• General Questions: 844.633.5325</li></ul>

## New Member Orientation (Medicare Members)

Orientation is an opportunity for the health plan to touch base with the member to ensure a smooth onboarding experience and help them access the care they need. This optional (but highly recommended) orientation must be completed prior to the member's effective date. Agents will receive an additional fee for each of their members who attend orientation. To receive credit, agents should either:

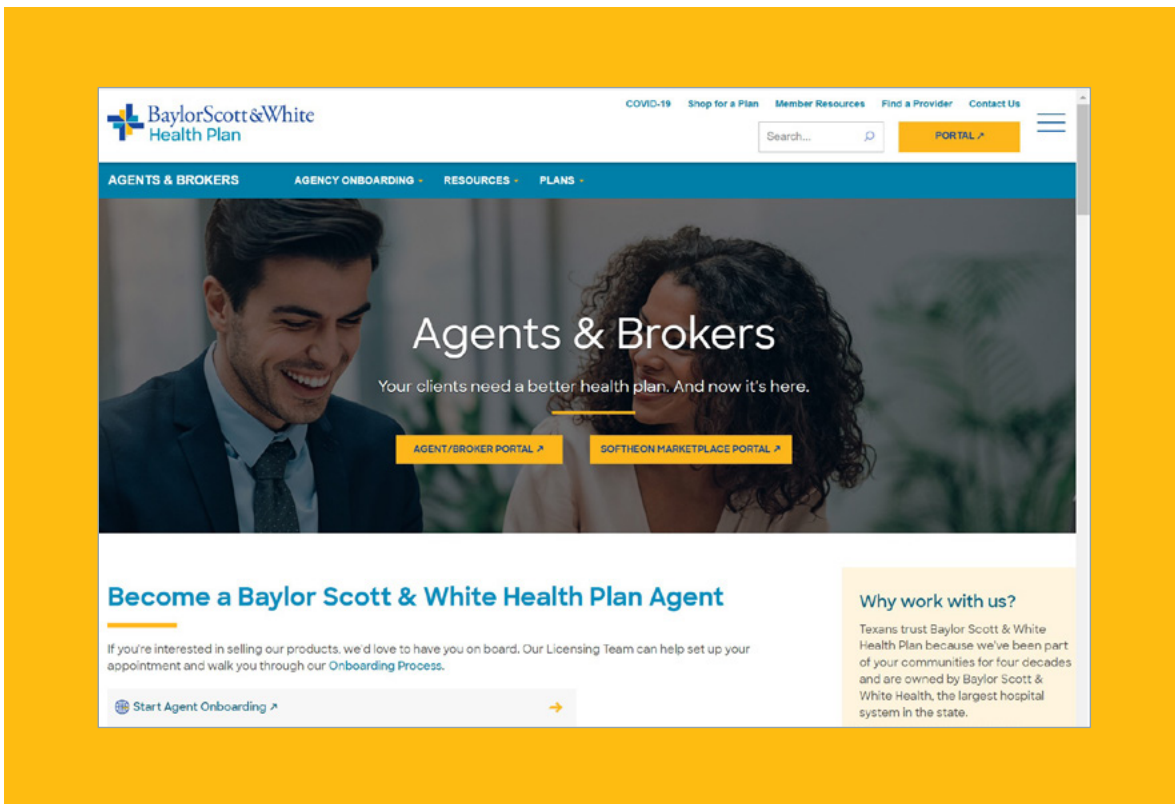
### Warm transfer new members

- ▼ 877.845.3903, 8 AM to 5 PM, Monday through Friday
- ▼ Provide your name, NPN, Medicare contract and the Member MBI

### Email a request

- ▼ [HPMemberOrientation@BSWHealth.org](mailto:HPMemberOrientation@BSWHealth.org)
- ▼ Include your name, NPN, Medicare contract and the Member MBI

# BSWHealthPlan.com



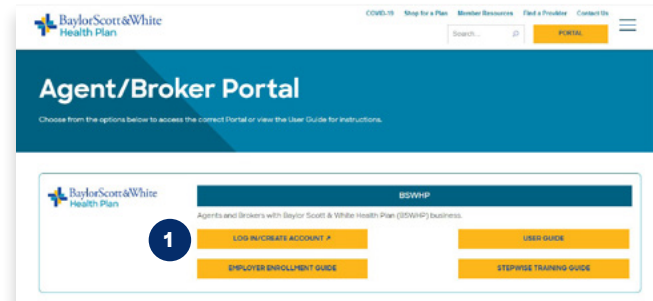
Our website offers tools and resources to both new and existing agents. Stop by [BSWHealthPlan.com/Agent](https://www.bswhealthplan.com/Agent) anytime for:

- ▼ Access to agent/broker portal and Softheon Marketplace portal
- ▼ Agent onboarding for new agents
- ▼ Medicare agent requirements
- ▼ Plan information
- ▼ Agent and sales support contact information
- ▼ FAQs and more

# Self-service Agent/Broker Portal

You can access the portal at [Broker.BSWHealth.com](https://Broker.BSWHealth.com).

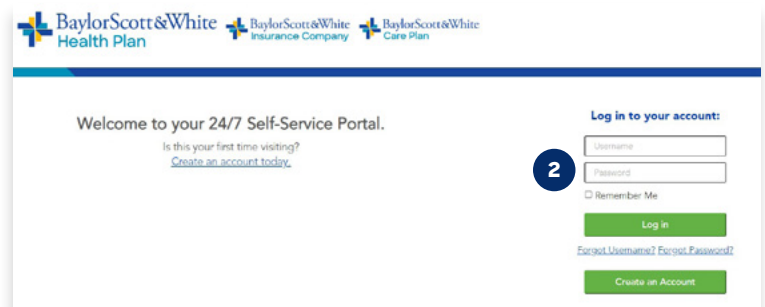
- 1 Click the “Log In/Create Account” button



- 2 Enter your username and password

If you do not have a portal account, click the “Create an Account” button.

After creating an account, you may expect access within 24 hours.



## Additional resources

**Reminder:** All Baylor Scott & White Health Plan agents are required to be contracted, credentialed and ready-to-sell (RTS) prior to selling our products. This also applies to maintaining an agent of record (AOR) RTS status to receive renewals and new commissions.

### You asked. We have answers.

We compiled a list of frequently asked questions and answers for you to access anytime. It covers a broad range of topics, including:

- ▼ Onboarding – New Agents
- ▼ Onboarding – Troubleshooting
- ▼ Compensation
- ▼ Updating Agent Information
- ▼ Medicare & Marketplace
- ▼ Escalating Member Issues

[Check out the FAQ](#)



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## Thank you.

We hope this information helps you connect your clients with the best healthcare at competitive prices. If you or your clients need assistance, we're here to help.

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[BSWHealthPlan.com/Agent](https://BSWHealthPlan.com/Agent)