

## 1.61 Personalized URL (PURL)

The image shows a screenshot of a WellCare Personalized URL (PURL) page. The page features the WellCare logo at the top left. Below the logo, it says "Hello, I'm AGENT NAME" and "Let me help you choose a better Medicare Advantage health plan!". There is a navigation bar with buttons for "ENROLL NOW", "COMPARE PLANS", and "REQUEST INFO". The main content area includes a heading "I imagine you have a lot of questions about getting your Medicare coverage." followed by a paragraph of text. To the right, there is a box titled "Attend one of my informative events:" with a sub-point "There are currently no scheduled events." At the bottom, there is a signature for "Agent Name" and contact information: "AGENT NAME", "Licensed Benefits Advisor", and "900-900-9000".

We offer a non-agent-assisted, online application tool where beneficiaries can self-enroll within your book of business!

### Notes:

We offer a non-agent assisted, online application tool where beneficiaries can self-enroll within your book of business!

## 1.62 Personalized URL (PURL)



### Notes:

Click each tab for an overview of the PURL.

You must review all four to continue through the training.

#### How Do I Get My PURL?

A PURL is a non-agent-assisted, online application tool where beneficiaries can self-enroll into a WellCare plan within your book of business. The PURL is available/emailed to active certified agents just 7-10 days after all certification requirements are successfully completed. A PURL is assigned to an agent using the following format: **[www.wellcarerep.com/agentID](http://www.wellcarerep.com/agentID)**

#### How Can I Market My PURL?

Agents have the flexibility to market their PURL to Medicare beneficiaries via the following:

- Business card
- Flyer
- Website
- Social media pages

#### Beneficiary Enrollment

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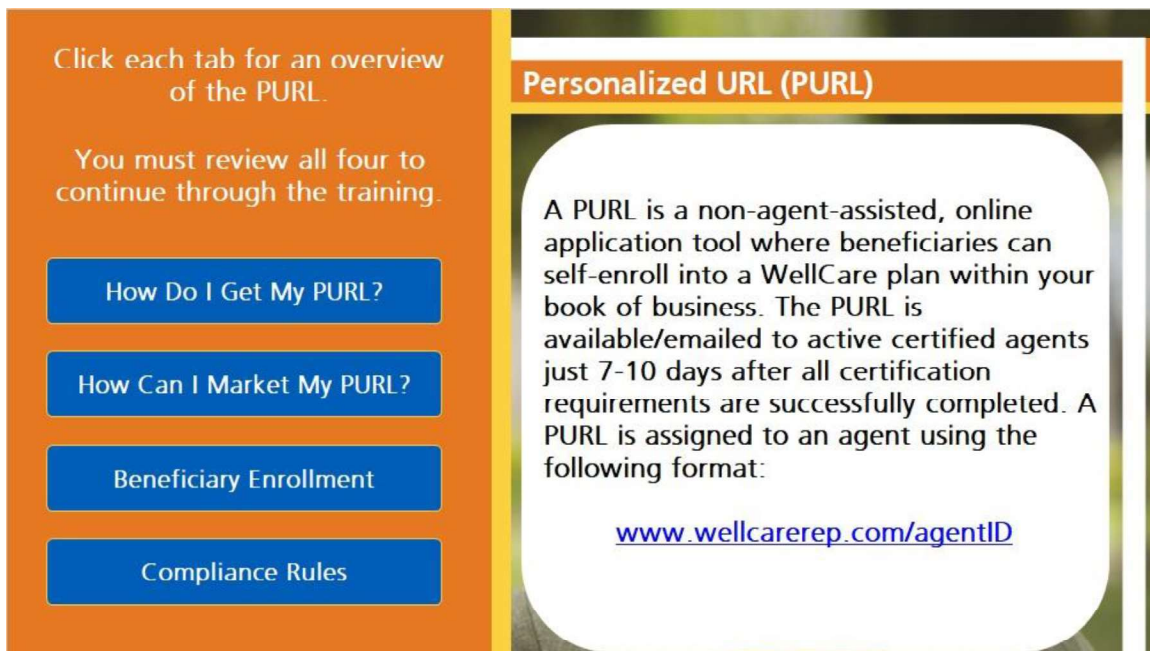
By utilizing the PURL, beneficiaries have access to a plan comparison tool that will provide an overview of each benefit available in their market as well as the option to request more information. Once the plan selection is made, the beneficiary can continue with the online application.

After submission and processing, the agent will receive credit for the enrollment. Commissions will reflect on your statement in the Agent Connect

### Compliance Rules

Note: Agents cannot complete the online application on behalf of the beneficiary, or assist the beneficiary with completion of the application via the PURL.

## How Do I get my PURL (Slide Layer)



Click each tab for an overview of the PURL.

You must review all four to continue through the training.

- How Do I Get My PURL?
- How Can I Market My PURL?
- Beneficiary Enrollment
- Compliance Rules

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## How Can I Market my PURL (Slide Layer)

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## Beneficiary Enrollment (Slide Layer)

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### Personalized URL (PURL)

By utilizing the PURL, beneficiaries will have access to a plan comparison tool that will provide an overview of each benefit available in their market, as well as the option to request more information. Once the plan selection is made, the beneficiary can continue with the online application.

After submission and processing, the agent will receive credit for the enrollment. Commissions will reflect on your statement in the [Agent Connect](#) portal.

## Compliance Rules (Slide Layer)

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### 1.63 Why Quality Matters

## Why Quality Matters

- Member Service**  
Our first priority is to provide our members with excellent care and service they deserve.
- Servicing Government Customers**  
We strive to uphold the highest standards for our federal (Medicare) and state (Medicaid) partners.
- Enrollment**  
Members use ratings to help them choose a plan or decide whether to stay with our plans.
- Reputation**  
Ratings impact how we are viewed by our stakeholders and, most importantly, our members.
- Requirement of Participation**  
Plans receiving below-average scores risk being penalized or, in extreme cases, terminated.
- Bonus Payments**  
Incentives and bonuses enable us to offer more benefits for our members and bonuses for providers.

The six tabs to the left explain why quality matters. You must review all six tabs to continue with training.

#### Notes:

Member Service

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