



Health risk assessment (HRA)



Help your clients engage with their Aetna Medicare plan early

What is an HRA?

A health risk assessment (HRA) helps us gather health-related insights about Aetna Medicare enrollees.

As an added service to your clients, you can help them complete an HRA after enrolling them in an Aetna Medicare plan through the Think Agent tool. When you do, you'll earn an additional administration fee for your help.

When can you complete an HRA?

The HRA option is available through the Think Agent tool, for all new enrollments into Aetna MA/MAPD plans, excluding some D-SNPs.

How much extra can you earn?

- You can earn a \$70 administration fee for completing the HRA with MA/MAPD enrollments.
- And you can earn a \$110 administration fee for completing the HRA with eligible D-SNP enrollments. (HRA is not available with D-SNPs in some states.)

What you need to know about HRA administration fees

You'll receive them as part of your regular commission payment. IMPORTANT: The administration fee will be paid to the same entity that is listed on your Aetna contract. Your payment will be included on your commission statement available through Producer World.

Why help your clients complete an HRA? It's a win-win-win partnership

When your clients choose to participate in the HRA option, everybody wins.



Enrollee — Your clients get to share their health goals and ambitions. And they'll be better prepared for what comes next related to their plan (e.g., they may receive a member welcome call).



Agent — You'll strengthen your client-agent relationship by helping your client transition smoothly onto their new plan.



Aetna — We get to improve the quality of care for our members. Plus, we gain insights and information to help your members avoid health risks.

How does it work?

- 1 First, you'll enroll your client in a plan through Think Agent.
- 2 After you submit the enrollment and before you close the application, you will initiate the HRA. (Note: The HRA is not available with some D-SNPs.)
- 3 Next, you'll invite your client to participate in the HRA. Your clients will have 2 options:

Broker-enabled HRA — You'll ask your client questions to complete the HRA.

Decline — Or your client can opt out of the call.

If your client chooses the broker-enabled HRA and completes the health survey, you'll earn an administration fee.

We're here to help



For questions regarding HRA administration fee payments, you can email

HRAProgram Services@aetna.com
or call Aetna Medicare Broker Services Department at
1-866-714-9301, Monday – Friday
from 8 AM – 8 PM ET.

[AetnaMedicare.com](https://www.aetna.com/medicare)

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