

# **PRODUCER** NEWS

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The Highmark Blue Shield ProducerNews is intended only for the 21-county Highmark Blue Shield service area.

**Producer News (09-09C)**

**September 10, 2009**

With the Medicare Annual Election Period (AEP) fast approaching, Highmark's Senior Markets Producer Certification Training and Testing Program for 2010 is here. This year's process will differ slightly from previous years. To satisfy the Highmark Senior Markets certification requirements for 2010, producers are required to complete **two** separate training modules:

- (1) **CMS Agent and Broker Training Module** – Provides information on Medicare basics; and
- (2) **Highmark Senior Markets Agent and Broker Training Module** – Provides information on Highmark's benefits and administrative processes for 2010.

**You can access the CMS Agent and Broker Training Module beginning September 9, 2009. The Highmark Senior Markets Agent and Broker Training Module will be available shortly. Detailed instructions will be issued separately once this module is available. The deadline for completion of both modules is October 15, 2009. The attached document provides additional instructions for accessing and completing the CMS training requirements.**

## **CMS Agent and Broker Training Module**

In an effort to standardize producer training, CMS collaborated with select carriers to pilot an online training and testing module for the CY 2010 marketing season. CMS expects the agent and broker testing and certification provided through this pilot program to be recognized by all MAOs and PDP sponsors. While CMS will require all agents selling Medicare Advantage or Medicare Part D plans to complete their standardized training and testing module beginning in 2011, Highmark requires producers to complete this module today.

The CMS training module is divided into five lessons:

- (1) Medicare basics;
- (2) Enrollment and disenrollment;
- (3) Beneficiary protections;
- (4) Marketing regulations and materials for sales agents; and
- (5) Medicare marketing events.

### ***Accessing the CMS Agent and Broker Training Module***

To access the CMS Agent and Broker Training, you must first register by accessing the registration URL provided below:

<https://hpmstraining.cms.hhs.gov/agentbrokertraining2009/event/registration.html>

Once your registration has been submitted, you will receive an email that contains the URL for accessing the HPMS Agent and Broker Training. Once you have passed all five lessons with a score of 85% or higher, you can access the certification examination and receive a training certificate. Please keep in mind that the examination questions are solely based on the content of these lessons and may not specifically apply to Highmark Senior Markets product offerings.