



#### AGENT NOTIFICATION

- Be Informed
- Educate Your Clients
- Protect Our Members

#### SELLING WITH INTEGRITY

If you have ethical questions or concerns please contact one of the following.

- The Humana Ethics Office at [ethics@humana.com](mailto:ethics@humana.com)
- The Ethics Hotline at 1-877-5-THE-KEY or [www.ethicshelpline.com](http://www.ethicshelpline.com)

**REMEMBER... YOU ARE THE KEY TO INTEGRITY**

## Agent of Record Change

It is the general practice and policy for Humana to maintain the original Writing Agent (WA) as Agent of Record (AOR) unless otherwise designated by an Agent Business Transferal Form (ABTF). The WA can assign another contracted and certified Agent or Agency as the AOR (payee) through the ABTF form.

There are legitimate instances when the Agent of Record should be changed due to a request from the actual member. Some examples of some legitimate service reasons would include:

- Member moved to different area within the same plan service area
- Member wishes to move to an agent that has their other Humana policies
- Member does not want to continue to work with existing agent

The intention of the Agent of Record change policy is not for the purpose of commission entitlement. The intent is to honor legitimate requests from members who wish to change their Agent of Record due to service reasons. Actual legitimate requests **should NOT** be via a form letter but should be an actual written or typed request from the member. **Form letters will not be accepted and will be denied and returned to the sender.**

All requests from members for an Agent of Record change should be sent to:

[AgentSupport@humana.com](mailto:AgentSupport@humana.com)

Requests sent to any address other than the one listed above will only be delayed.

Please keep in mind that per CMS policy, only the original Writing Agent who completed the enrollment application has the right to contact the member by phone to discuss their enrollment. A designated AOR or reassigned Writing Agent can **NOT** contact the member by phone but can accept phone calls from the member or conduct contact with them by mail.

If you have questions, please contact the Agent Support Unit.

AGENT SUPPORT

(800) 309-3163

[agentsupport@humana.com](mailto:agentsupport@humana.com)

Monday-Friday 8:00 – 9:00 EST