



brand new day

A Bright HealthCare Company



## Reminder: \$50 Look-a-Like Retention Payment

Attention all Brand New Day and Central Health Medicare Plan agents,

Great news for Brand New Day and Central Health plan agents!!!

**We will pay you a \$50 Administration Fee, per member for helping us retain our Dual Look-a-like members.** As you know, CMS is terminating all Dual Look-a-like plans with less than 80% dual membership across the country, including two of our plans.

**Brand New Day Classic Choice (033)**

**Central Health Medicare Plan Premier Plan (004)**

We know many of these members will contact you, their trusted agent, to help them understand their options. By now, you know that we will automatically cross walk these members to a plan that is as good or better than what they have now. We need your help in educating these

members about the cross walk to a new Brand New Day or Central Health plan.

## **Brand New Day**

1. Plan 33 in Los Angeles, Orange, Riverside, San Bernardino, San Diego and Kern will be **cross walked to Classic Care 51-2.** (This is a new plan for 2023)
2. Plan 33 in Imperial, Alameda, Fresno, Kings, Madera, Placer, Sacramento, San Francisco, San Joaquin, San Mateo, Santa Clara, Stanislaus, Tulare and Yolo will be **cross walked to Classic Care 50-2.** (This is a new plan for 2023)

## **Central Health Plan**

1. Premier 004 in Los Angeles and San Bernardino will be **cross walked to our existing DSNP 002.**
2. Premier 004 in Orange and Riverside will be **cross walked to our existing Medicare Plan 001.**

**If members continue to stay with either Brand New Day or Central Health Plan, we will pay you \$50 per member.**

### **Here are the details:**

- Members that are currently in the plans listed above must be members of either Brand New Day or Central Health Plan on October 1, 2022 and stay enrolled through AEP and OEP 2023.
- Payment, \$50 per member, will be made to you after OEP March 2023.
- Your clients who are cross walked to a new plan keep you as their agent on record. You continue receiving renewal commission.
- Payment will be made to the banking option you chose during 2023 contracting.

- We reserve the right to change this program at any time.
- Agents must abide by all CMS marketing regulations.

Thank you for your continued support and partnership,

Brand New Day and Central Health Plan sales leadership

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