Clover

makes healthcare work.

Agents Marketing Event

You represent Clover!

Clover values cooperation and quality work, and we expect our agents to embody these values as well. When agent participates in a Clover sales or education event, they are representing Clover Health. Therefore, it is important that agents follow CMS Medicare Communications Marketing Guideline (MCMG) and the following Clover guidelines to ensure that we are always compliant.

Enrollment and educational events require a lot of time and effort to plan and execute. Agents must be respectful and considerate of the venue's and beneficiaries' time before, during, and after the event.

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Prior to the event...

Be prepared.

All events must be submitted to Clover at least 3 business days in advance. All event requests must be submitted using the [Agent Event Form](#).

- You will received a response stating the determination of the request within 1-2 business days. Please note: You cannot conduct the event without an approval notice.
- All agents at the event providing information must be certified and appointed Clover agents.
- If you have an emergency and cannot make it to the event. You must provide 72-hour notice to the event coordinator.
- Failure to do so, the agent will be subjected to disciplinary action.
- You must have all the materials you plan to use prior to the event.

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Be prepared.

- All written advertisement must be approved by Clover and CMS. You can obtain already approved material(s) on the brokers.cloverhealth.com or cloverhealth.com.
  - Please contact the Broker Support team if you are unable to log onto the portal.
- Only CMS and/or Clover prepared and approved materials may be used to promote and advertise events.
  - such as Clover Editable Flyers.

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During the event...

Be ready.

- You must arrive at least 15 minutes earlier than the actual event time and you must stay at the event for a minimum of one hour.

- Upon arrival at the event, introduce yourself to managers or staff at the facilities. Please make sure the facilities staff acknowledges your presences.

- You must be dressed in professional business attire.

- You must have your ID at all times.

- You may not approach a prospect.

- If you have to leave the event prior to the scheduled departure time, you must notify Clover and your upline agency.

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Be ready.

During a Clover event, you must exclusively ONLY market and enroll Clover products. No other competitors' plans may be promoted, nor may there be any non-Clover materials presented or on display in the immediate selling area (for example, on the same table).

- All Clover events are subject to secret shopping either by Clover or CMS. You will not be notified if or when secret shopping occurs.

  - In the event you violate any CMS or Clover policy you will be subjected to disciplinary actions.

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Be ready.

Our non-cancellation policy states that in the case of an emergency, you must find coverage for the day and time of the event. "No show" will not be tolerated and will result in a six month ban from the Clover calendar.

- All events may be weather permitted only if you noted it when you scheduled it.

- In the case of extreme weather - please contact Maria Ponce to seek approval for an emergency cancellation.

- Any changes to the schedule, location, or other important issues should be reported immediately to Clover's Sales

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Resources

Be informed.

Primary Clover contact for any event related questions:

Maria Ponce: (551) 222-9917, maria.ponce@cloverhealth.com

Register an event: Agent Event Form

Order Marketing Material: Brokers.Cloverhealth.com

For any additional Clover Health or CMS information please review the following links:

Clover Health: www.cloverhealth.com

Medicare Marketing Guideline 2019: (link here)

If you have any general questions or need immediate assistance, you can call the broker experience hotline at 1-855-979-2236

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