

Health Risk Assessment (HRA)



Topics of Discussion

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What is a Health Risk Assessment (HRA)?

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Initiating the HRA Process and Your Options

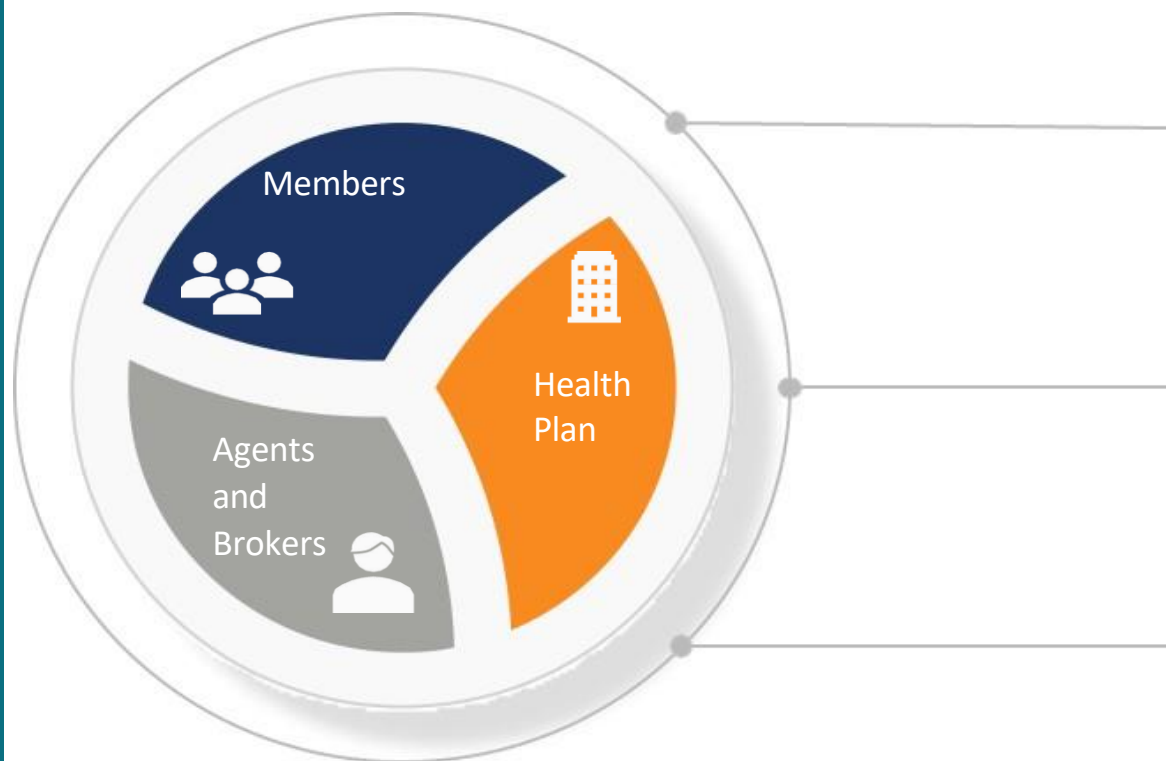
5

Points To Remember

What is HRA?

It's a Win-Win partnership between Zing Health, Agents and Members

The Health Risk Assessment process allows Zing to gather health-related information from the member immediately after enrollment. Agents can initiate the process by connecting the new enrollee to a Wellness Advocate who facilitates the process of collecting an initial Health Risk Assessment.



- Members share their health information in order to contribute to their transition of care.
- Bloom's Wellness Advocate can assist with setting up their PCP

- Zing Health improves the quality of care with our members and engage them from the moment of enrollment
- Zing Health gains insights and information to help members avoid risks

- HRA strengthens the member relationship by setting them up to utilize their benefits and coordinate their care even before effectuation
- Agents can see an increase in income by earning Administrative Payments

HRA Process Map: Start to Finish

The HRA Process for the agent and member is simple and allows for as much interaction as preferred by the health plan. Completing the end-to-end HRA process creates better outcomes for all.

1. Plan Enrollment

Variable Platforms



2. HRA Launch

External Solution

3. HRA Engagement



4. RE-Engagement

Client-Driven



5. Data Transfer



6. Member Effective Date



HRA Enrollment Options

There are two ways to complete the Initial Health Risk Assessment.

Option 1:

You can complete the Health Risk Assessment after an enrollment on Ascend

Option 2:

Complete an enrollment via paper application or thru third party and use the Ascend **External Platform**

External Platform: A innovative portal thru which an agent can securely complete a Health Risk Assessment for their client.

Initiating the HRA Process occurs after you complete the enrollment application



- Provide the member with their enrollment confirmation number.
- Remind the member that the health information they will share on the HRA has no effect on their enrollment being approved by CMS
- Notify them that participation in HRA is optional



Explain the purpose and invite the member to participate:

"The HRA process assists in transitioning you into your new Zing Health plan - we gather information related to you and your health and provide you with plan details that will help you with onboarding.

This first part should take less than 10 minutes-would you like to participate?"



- If the member proceeds with HRA, launch the HRA platform and select the appropriate method of contact.
- If they would like to forgo HRA at this time, select Decline.

Initiating the HRA Process



HRA Launch

Once the member enrollment is confirmed, you can select **Decline** or **Agent Completed**



Application Complete

Thank you for completing your Medicare application. We will review your submission and be in touch with you soon!

You have completed your enrollment for Zing Essential Wellness Diabetes and Heart IL (HMO C-SNP)

Your confirmation number is: 55103139



Email Confirmation

Click here to have your confirmation number emailed to you



Print Application

Click here to print this page with your Confirmation Number

NOTE: We will not keep the email address entered on file. It will be used for the sole purpose of sending an enrollment confirmation receipt.

Congratulations!

Please keep this number for your records.

If you have any questions about your pending application, please call Zing Health at the number listed below and have your confirmation number above for reference.

(866) 946-4458 (TTY: 711)

Our team members can take your call during the following times:

- 8:00 am to 8:00 pm Monday through Friday (from April 1 – September 30)



Start Transitioning to Your New Plan Now!

Representatives are standing by to help you transition to your new plan. They will gather important information related to your healthcare needs.



Decline

Decline participation in Value Based Enrollment



Agent Completed

Have your agent complete it online with you

AGENT COLLECTION

Agent data collection directly from member:

- *HRA is collected from member by the selling agent after point of sale or within a specified period (30 calendar days).*
- *HRA must be completed in order to receive Administrative Payments.*

DO NOT LEAVE THIS SCREEN WITHOUT MAKING A SELECTION.

By leaving this page without a selection, reporting will not capture any activity.

Agent Completed - Add HRA

- At VBE LAUNCH, if the “Agent Completed” option is selected, the program will take you to this screen for information gathering.
- Complete the questionnaire and select Next Page/Submit.
- You will receive an HRA Confirmation number on the following page, after selecting Submit. Please keep for your records.



VBE Questionnaire

[Finish Later](#)[Next Page](#)

Health Assessment

Please read and collect answers from the beneficiary to all questions on the HRA. Once complete, click [Next Page](#) to move forward with VBE.

External Medicare Health Risk Assessment

Global Health/Safety

In general, how would you rate your health?

Do you have a doctor or health care provider?

Have you seen your doctor or health care provider in the last 12 months?

Do you ever have any problems with transportation to your medical appointments?

How many times have you been in the hospital in the last 3 months?

How many times have you been in the Emergency Department in the last 3 months?

How many medicines are you currently taking that were prescribed by your doctor or health care provider?

Physical Health

Have you ever been told by a doctor or health care provider that you have any of these conditions? (check all that apply)

Arthritis:

☐

Asthma as an Adult:

☐

Cancer:

☐[Home](#)[A_A_A](#)[Print](#)[Back To VBE Search](#)

Confirmation

Congratulations. Your HRA Submission has been saved successfully.
HRA Confirmation: 2054

[English](#) [Español](#)

Disclaimer of warranties and liabilities

Agent Completed - Finish Later

If the HRA will be completed later or by another representative (non-licensed enrollment representative), you will still select 'Agent Completed' to ensure that you receive credit for the HRA participation.

After pressing the “Agent Completed” button, select ‘Finish Later’, as needed

- ❖ To complete the HRA a later date or time, the agent will search for the member in the “HRA Search” and select “Add HRA”. The HRA will have a status of Started.



VBE Questionnaire

Finish LaterNext Page

Health Assessment
Please read and collect answers from the beneficiary to all questions in the HRA. Once complete, click *Next Page* to move forward with VBE.
External Medicare Health Risk Assessment

Global Health/Safety

In general, how would you rate your health?:

Do you have a doctor or health care provider?:

Have you seen your doctor or health care provider in the last 12 months?:

Do you ever have any problems with transportation to your medical appointments?:

How many times have you been in the hospital in the last 3 months?:

How many times have you been in the Emergency Department in the last 3 months?:

How many medicines are you currently taking that were prescribed by your doctor or health care provider?:

Physical Health

Have you ever been told by a doctor or health care provider that you have any of these conditions? (check all that apply)

Arthritis: ☐

Asthma as an Adult: ☐

Cancer: ☐

Chronic Kidney Disease: ☐

COPD/Emphysema: ☐

Note: If HRA is saved for later the agent has 30 calendar days to complete.

Searching for an HRA Member

Value Based Enrollment - Search

Confirmation Id

External Id

First Name

Last Name

Phone Number

OR

OR

Search

HRA Search by Member

- Find a member using their confirmation ID or Name/Phone Number
- Click on “Search”

Results & Status

- Current HRA status will be reflected
- Ability to add, finish or decline HRA will be presented

Id	Name	Phone Number	DOB	Election Period	Plan Name	Plan Year	HRA Status	AWV Status	PCP Selected	Actions
0450703	Jack Black	8123510470	September 09, 2000	Annual Election Period (AEP)	Flagpole Advantage (HMO) + Supplemental Dental Benefit H8764-001-000	2021	None	None	No	Add HRA Decline HRA Add AWV Decline AWV

Decline Process

Application Complete

Thank you for completing your Medicare application. We will review your submission and be in touch with you soon!

You have completed your enrollment for Zing Essential Wellness Diabetes and Heart IL (HMO C-SNP)

Your confirmation number is: **55103139**



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Value-Based Enrollment

Start Transitioning to Your New Plan Now!

Representatives are standing by to help you transition to your new plan. They will gather important information related to your healthcare needs.



Decline
Decline participation in Value Based Enrollment



Agent Completed
Have your agent complete it online with you



After selecting Decline, a popup box will appear verifying your selection.



flagpole.isf.io says

You are declining the opportunity to get started on your transition process. Is that correct?

OK

Cancel

Click OK to decline or Cancel to return to the HRA process



How to use the External Platform

External Platform

Log into the platform at <https://zinghealth.isf.io/2023/vbe/addmember>

- Enter your agent login
- Enter your password

Flagpole Healthcare

Plan Year 2021 Home

Type Size A A

Agent Login

Email

Log In

Ascend

Email

jsunga@bloominsurance.com

Password

☐ Remember My Login

[Forgot Password](#) [Login](#)

Zing HEALTH™

Searching for a HRA Member

Value Based Enrollment - Search

Confirmation Id OR External Id OR First Name Last Name Phone Number

HRA Search by Member

- Find a member using their confirmation ID or Name/Phone Number
- Click on “Search”

Results & Status

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Add Member Screen

Upon log in, you'll be taken to Add Member Screen where you will re-enter member info to initiate HRA:

- Fill in the fields provided
- Under 'Agent Information', please add the appropriate agency name
- Check with your leadership team on the official entry to ensure reporting consistency

For example:

Bloom Agency, LLC vs. bloom vs. Bloom Insurance vs. BIA

- Enter your NPN to ensure appropriate HRA payments
- Add the date of the application
- Click the Submit button

Enter Member Details

Personal Information

First Name <input type="text" value="First Name"/>	Last Name <input type="text" value="Last Name"/>	Phone Number <input type="text" value="1111111111"/>
Date of Birth <input type="text" value="mm/dd/yyyy"/>	ZIP Code <input type="text" value="ZIP Code"/>	Medicare Number <input type="text" value="Medicare Number"/>

Enrollment and Plan Information

Enrollment Id <input type="text" value="Enrollmer"/>	Election Period <input type="text" value="Election Period"/>	Plan Year <input type="text" value="2021"/>	Plan Name <input type="text" value="Plan Name"/>
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Agent Information

Agency Name <input type="text" value="Agency Name"/>	Agent NPN <input type="text" value="Agent NPN"/>	Date of Application <input type="text" value="mm/dd/yyyy"/>
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Points to Remember...



1:

The HRA is an optional Initial Health Risk Assessment completed by non-licensed enrollment representatives .

2:

If HRA is completed and submitted agent will receive a confirmation number. Please keep this number for your records.

3:

If the HRA is “Save for Later” the agent has no more than 30 calendar days from date of enrollment to complete.

4:

If the Initial HRA is “Declined”, the Clinical HRA will be obtained by Zing’s Care Management Team. Decline is a hard status and HRA cannot be assessed again.

5:

The form has “required” questions and will have a hard stop if all fields are completed.



Thank you

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