

## **Sales Oversight Corner: February Tips — Don't Be a “No-Show”**

January 30, 2020

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Although we can't plan for unexpected situations, here are some suggestions to help you stay on track when obstacles appear in your path. Following the below can help you avoid a "No-Show" allegation for your sales events.

### **Best Practices to Prevent Marketing Event No-Shows**

- Show up early and make your location highly visible with the use of banners, fliers, etc.
- Verify the location and start time of your event a few days prior to the event date.
- Check with the venue a few days prior to your event date to confirm your event time and your permission to market at the venue has not changed.
- Report cancellations or modifications in the system at least two days before the event, per company policy.
- Communication is very important! Notify your Manager and the venue of your late arrival or if you're unable to attend as soon as possible, if applicable.
- If you cancel a scheduled event the same day of the event, please ensure 15 minutes of coverage is provided. If you are unable to provide 15 minutes of coverage, please contact the venue and request that they place a cancellation sign up to inform any potential beneficiary that the event has been cancelled.

### **Sales Event Q&A**

#### **Q: What is considered acceptable inclement weather?**

**A:** Flood, snow, sleet, heavy rain, threats of a tornado or hurricane (natural disasters), and extreme hot or cold temperatures.

#### **Q: What is considered an acceptable location to market in a healthcare setting?**

**A:** Common areas where marketing activities are allowed include areas such as hospital or nursing home cafeterias, and community, waiting, recreational, or conference rooms. If a pharmacy counter area is located within a retail store, common areas would include the space outside of where individuals wait for services from or interact with pharmacy providers and obtain medications.

#### **Q: What are prohibited locations to market in a healthcare setting?**

**A:** You are prohibited from conducting sales activities in areas where individuals primarily receive health care services or are waiting to receive health care services. These restricted areas generally include, but are not limited to, exam rooms, hospital patient rooms, dialysis center treatment areas (where individuals interact with their clinical team and receive treatment), and pharmacy counter

areas (where patients interact with pharmacy providers and obtain medications).

**REMEMBER:** When an Agent/Broker is NOT present or on time, or has been absent from a scheduled marketing event, it will result in a corresponding Sales Allegation.

Keep an eye out for future articles with tips and reminders to reporting sales events in upcoming newsletters. In the meantime, you can find the Sales Events Tips/Reminders flier and Sales Event Checklist on the broker portal under Medicare Resources.

If you have any questions, you may contact Medicare Agent Services by phone at 1-800-633-4368 or by email at [medicareagentsupport@anthem.com](mailto:medicareagentsupport@anthem.com).

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*This article applies to:*

- Wisconsin, Virginia, Ohio, New York, Nevada, New Hampshire, Missouri, Maine, Kentucky, Indiana, Connecticut, Colorado, and Georgia
- Senior and Medicare