

Value-Based Enrollment



What is VBE?

Value-Based Enrollment (VBE) is a CMS-reviewed, integrated process that allows Florida Blue to collect custom health and quality data through a Health Risk Assessment (HRA) or social determinants of care questions for DSNP enrollees, perform plan orientation and transition-of-care activities, and welcome new members in a way never before possible.

How VBE Benefits Agents

- **Do What You Do Best:** Once a member is enrolled and VBE is initiated, a Wellness Advocate team member will take over the interaction, so you can continue to focus on sales.
- **Earn Additional \$\$:** Agents will receive payment for each NEW Florida Blue plan enrollee who elects to complete a VBE transaction.

How VBE Works

All eligible sales must be submitted using Florida Blue's proprietary enrollment tool, SalesConnect, located within your AgentPoint portal by selecting the "Quote" icon. Once a new member is enrolled, the confirmation page within SalesConnect will prompt you to initiate VBE by selecting Call Now or Schedule Later on behalf of the enrollee.

- **Call Now:** With this option, the member will be contacted within 15 minutes of the VBE election to complete the HRA.
Note: The Call Now option should only be used during business hours. After selecting Call Now, the agent must conclude the sales appointment and cannot be present at the time of the call.
- **Schedule Later:** This option allows the member to choose the date and timeframe that best suits their needs.
- **What Happens Next:** : The new member will then receive a call from a Florida Blue representative at (833) 783-1070. The representative will assist the beneficiary with completing the VBE process Monday through Sunday from 8 a.m. - 8 p.m. ET.

Please refer to the [SalesConnect Enhancement VBE training \(late September\)](#) and available job aid for more information and step-by-step instruction for this capability within the SalesConnect tool.

How VBE Benefits **New** Florida Blue Medicare Enrollees

- **It Starts Them on the Right Note:** VBE increases care coordination, significantly reduces the cancellation rate, and connects the member to their new plan before their effective date.
- **It's a Rewarding Experience:** By completing the HRA right away, new members can earn \$20 in Healthy Blue Rewards once their Florida Blue plan is in effect and they activate a Healthy Blue Rewards account.
- **They Can Get Additional Help (If Needed):** Social determinants questions are conducted for DSNP enrollees, allowing Florida Blue to immediately engage and help with food insecurity, safety, or access to care concerns for new members.

Frequently Asked Questions

Q How long should the enrollee expect to spend with the representative to complete the HRA?

A On average, the VBE process takes about 30 minutes.

Q What if my enrollee does not get a call during their selected timeframe?

A Our call center will attempt to call back within the 1-hour timeframe scheduled by the member. If we do not reach them, we will attempt to call back daily for the next seven days.

Q What happens if a Call Now selection is made outside of hours of operation?

A During the Annual Enrollment Period (AEP), our call center is available Monday through Sunday from 8 a.m. - 8 p.m. ET. Please select Call Me Now within the available hours. Otherwise, you can select Schedule a Call to find the right time for the representative to reach out to the new member.

Q Will the Wellness Advocate team have multiple languages available when calling the enrollee? If so, what languages (Creole, Spanish, etc.)?

A Our call center has bilingual Spanish speakers on staff to assist your members. Other languages can be presented using our translation services partners.