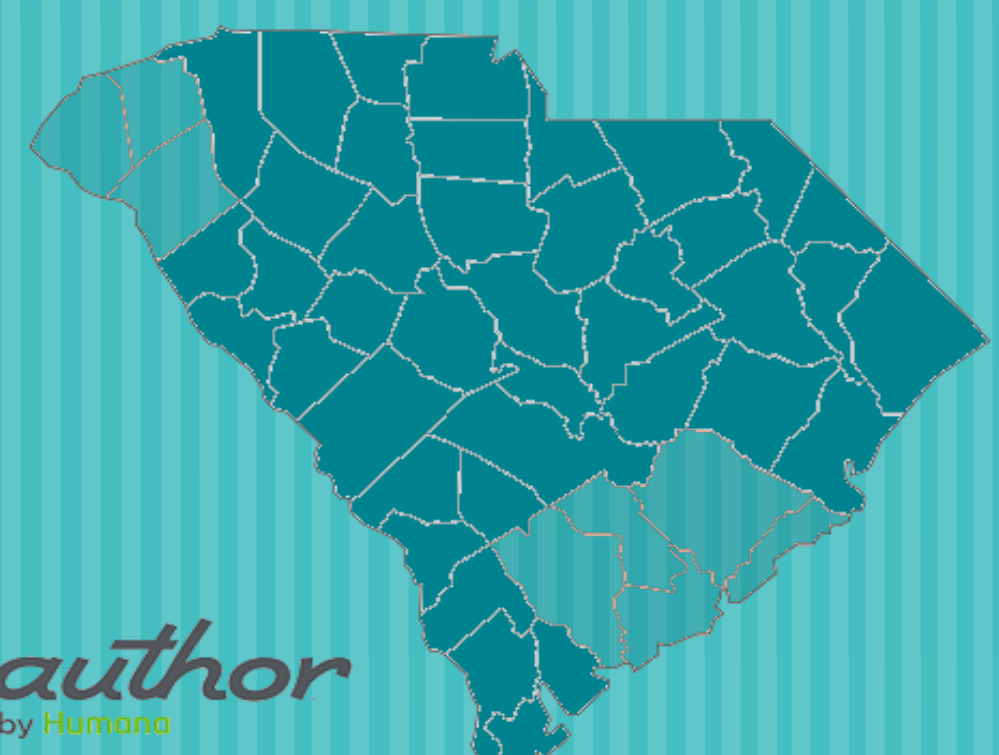


Author is ...

Author (also known as Edge) is a health-focused, technology-enabled Medicare Advantage operating model designed from the customer back.

It allows for exploring new services, processes, and technologies for improving the member and associate experience, by focusing on health rather than insurance.

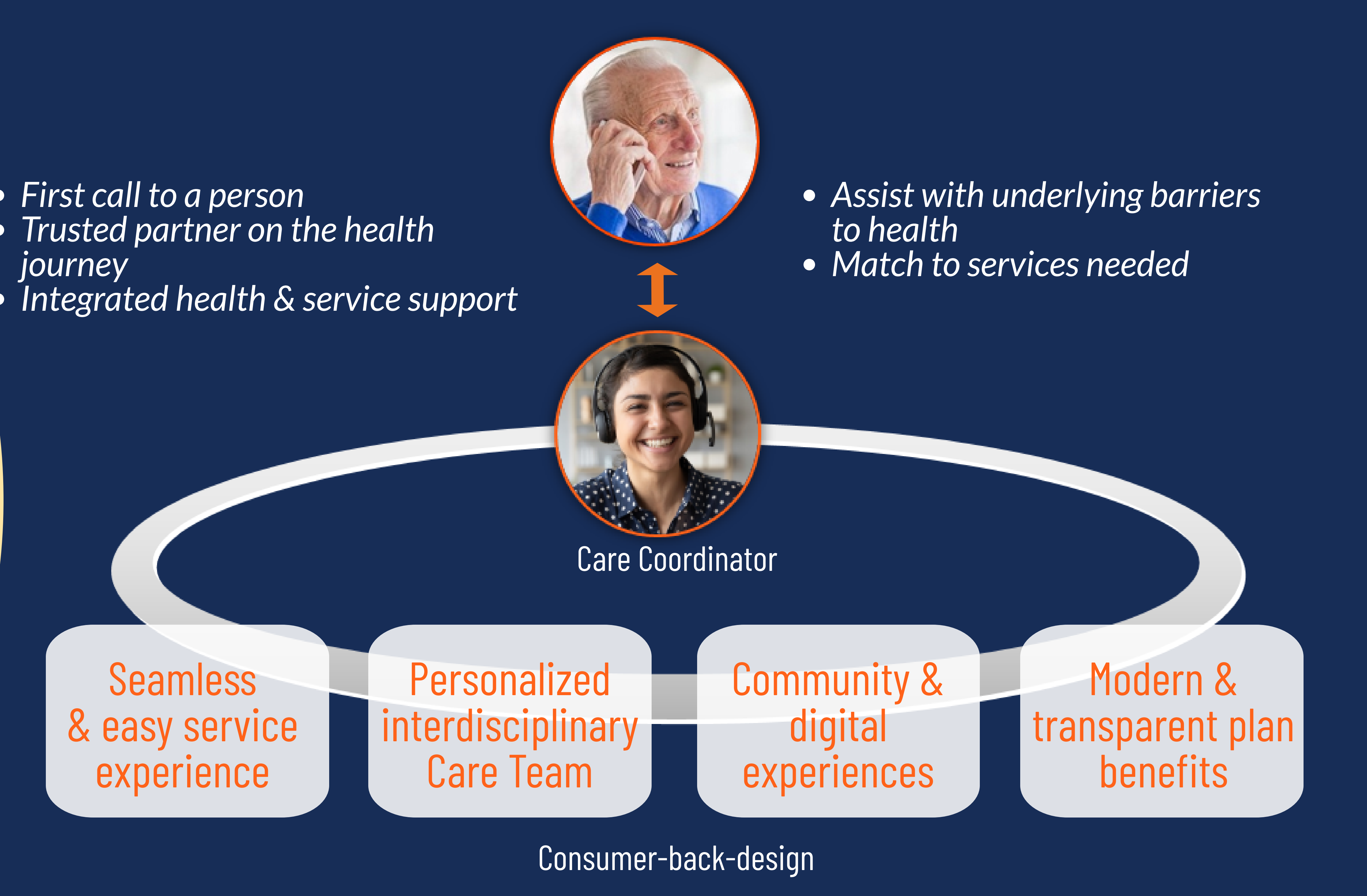


How Author Works ...

Author provides an assigned Edge Care Coordinator for each member who builds trusts with the member and connection between the member and the Care Team.

This shifts the responsibility for navigating Humana's organizational structure from the member and simplifies the experience.

By developing deep relationships, we will be better positioned to meet members where they are on their health journey and uncover underlying issues preventing them from achieving their best health.



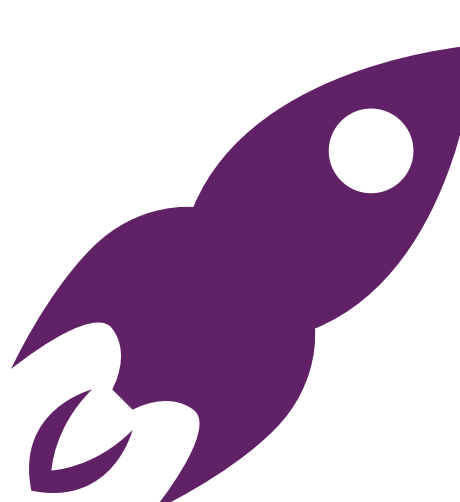
Clinical Care Team  Nurse  Social Worker  Community Health Worker  Pharmacist				Right Care (UM)  Specialty Nurses & Medical Directors	Primary & Supplemental Care  Member's PCP  Virtual Physician	Backstage Support Team  Edge Back Stage Support  HPS Dedicated Solutions Team  B&E Dedicated Support Team
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RCC Collaboration



- Collaboration between RCC and Author will evolve throughout **2021**.
- Author will begin taking member calls and working with a dedicated RCC Advocacy Team on **November 15**.

Launch Plan



- Coming in **October 2020** for plan year 2021.
- Only in South Carolina in the Charleston and Upstate Market regions.
- Included in 5 plans with an estimated 15,000 members.

CRM Alert



CRM will display the following alert for Edge members.

Group #[x] - If the member has a 2021 "Author by Humana" plan question, please transfer to the Edge Care Coordinator (833) 500-0039. [See More](#)

NOTE: The specific group # that the member belongs to will be inserted into the alert.

! Important

If you are not a member of the RCC Edge Advocacy team **and** receive a call or chat from a tentative Edge member or a sales agent on behalf of a member, who has questions about a...

	Call Associate	Chat Associate
Current or previous Humana plan	then assist the member or sales agent	
2021 Author plan	then warm transfer to an Edge Care Coordinator	then provide # to Edge Care Coordinator team

The RCC Edge Advocacy team handles all calls transferred to them from Edge.

Transfer script:

I see that you have a new Author plan for the 2021 calendar year. I cannot help you with the specifics of your 2021 Author plan, but I can transfer you to an Edge Care Coordinator who can assist all with of your questions and needs. Before I start this transfer let me give you the Care Coordinator number in case our call is dropped.