

# Producer Online News

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## Protecting Your Book of Business

October 3, 2018

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Your business is important to us! As you continue to serve your existing and new clients, we want to help you protect your existing Medicare book of business. Effective October 15, 2018, Anthem is making a change to the guidelines around **assignment of the Agent of Record (AOR)**. Please see below for the details:

1. **Agent of Record changes will no longer be accepted via a form letter.** Members requesting an AOR change must send a signed, hand-written letter to Anthem Inc., either via mail, fax or email.

Mail To: Anthem Inc.  
Attn: Sales Compensation CAAC10-010A  
P.O. Box 70000  
Van Nuys, CA 91470

Email: [senior\\_salescomp@anthem.com](mailto:senior_salescomp@anthem.com)

Fax: 818-234-1358

This procedure applies to Medicare Supplement, Anthem Extras and Medicare Advantage policies.

2. The letter must include:

- The member's name and policy number;
- The name and encrypted tax ID or agent ID of the new agent of record; and
- Must include a signature date indicated on the letter.

3. **We reserve the right to contact the member in order to validate all Agent of Record changes.** The AOR request may be denied due to lack of confirmation.

4. **For like-to-like plan changes**, such as a change from a Medicare Advantage (MA) plan to a different MA plan, Anthem will maintain the original Agent of Record associated with the new policy, even when a new agent submits the new application.

- a. An exception will be made if a member specifically requests a new AOR by submitting a signed Agent of Record letter to Anthem requesting the AOR be changed. Once we confirm the request from the member, the AOR change request will be honored. Remember, form letters will not be accepted.

5. **For unlike plan changes**, such as a member choosing to move from a Prescription Drug Plan to an MA plan or an MA plan to a Medicare Supplement plan, the Agent of Record as indicated on the new application will be assigned as the Agent of Record for the member.

Should you have questions, please contact your Sales Director, Regional Sales Manager, or Agent

Services by e-mail at [medicareagentsupport@anthem.com](mailto:medicareagentsupport@anthem.com) or by phone at 1-800-633-4368.

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*This article applies to:*

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