



# Aetna PDP Referral Program

## Aetna Prescription Drug Plan (PDP) Referral Program

Affordable prescription drug coverage is important to most Medicare beneficiaries. The [Aetna Prescription Drug Plan \(PDP\) Referral Program](#) is a convenient way to help your clients obtain affordable prescription drug coverage. The program is available to health licensed agents appointed with ACI or CLI<sup>1</sup>. **Agents are not required to take the AHIP or other certifications to participate in the Referral Program.**

### The Program Is Simple

- **Refer** any Medicare eligible consumer who asks about prescription drug coverage (Medicare Part D) and/or who wants to learn about the benefits of Aetna's Prescription Drug Plan(s)<sup>2</sup> to call the [Aetna PDP Referral Line](#).
  - An **Aetna PDP referral card** (and agent instruction sheet) is included in every ACI/CLI Medicare Supplement sales kit.<sup>3</sup> Agents may include their name, agency name, phone number and email address on the back of the referral card. No other information may be included.
  - **Important:** Referring agents cannot discuss the Aetna PDP Plan benefits or assist the consumer with completing a PDP enrollment form.<sup>4</sup>
- **Inform** the consumer that by calling the (toll free) [Aetna PDP Referral Line](#), a licensed Aetna PDP specialist will be available to answer questions regarding eligibility and the coverage options available through Aetna's Prescription Drug Plans.
  - The Aetna PDP specialist can assist them with their Aetna PDP enrollment if they want to enroll.
  - Consumers can also self-enroll in an Aetna PDP via the [aetnamedicare.com](#) website. The referring agent is credited for any PDP enrollment taken through the Referral Line or self-enrolls through [aetnamedicare.com](#).
- **Receive** a \$45 referral fee for every referral that results in an Aetna PDP enrollment and remains enrolled through Medicare's rapid disenrollment period (3 months following the PDP coverage effective date).
- **Record** any referral who is not an ACI or CLI Medicare Supplement policyholder to get credit for the referral. **PDP Referral Tracking** is available on [cont-life.com](#) under **Producer Tools** on the **Producer's Dashboard** tab. A referral for an ACI or CLI Medicare Supplement policyholder is *automatically* credited to the Medicare Supplement writing agent.
  - Referrals are good for 12 months.



### Join Today

- Call our Agent Services team (800 264.4000) or your MGA to participate in the referral program.
- An Aetna PDP Agreement is required to participate.
- Ask about the optional Aetna PDP direct mail program available only to ACI/CLI Medicare Supplement agents.

<sup>1</sup> American Continental Insurance Company (ACI) and Continental Life Insurance Company of Brentwood, Tennessee (CLI), Aetna companies.

<sup>2</sup> Aetna Prescription Drug Plans underwritten by Aetna Life Insurance Company (Aetna).

<sup>3</sup> If you are enrolling a beneficiary into the Part D product, do not provide the referral card to the beneficiary. CMS guidelines require agents to be licensed, appointed, and certified before assisting in the enrollment of a Medicare Part D plan. Agents who are certified and appointed to sell Aetna PDP can participate in the referral program but the agent will be compensated based solely on whether they assisted the consumer with the PDP enrollment application or whether they referred the consumer, but not both.