Molina Marketing Store YGS Medicare

User Guide

MOLINA®
HEALTHCARE

User Guide Instructions

➢ This guide contains step-by-step instructions on how to order materials.

➢ To get started, use the **Table of Contents** found on the following slide to navigate to each section you wish to review.

➢ Please use the **home icon** located in the **bottom left corner of each slide** to navigate back to the **Table of Contents slide**.

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HEALTHCARE

Table of Contents

MOLINA HEALTHCARE
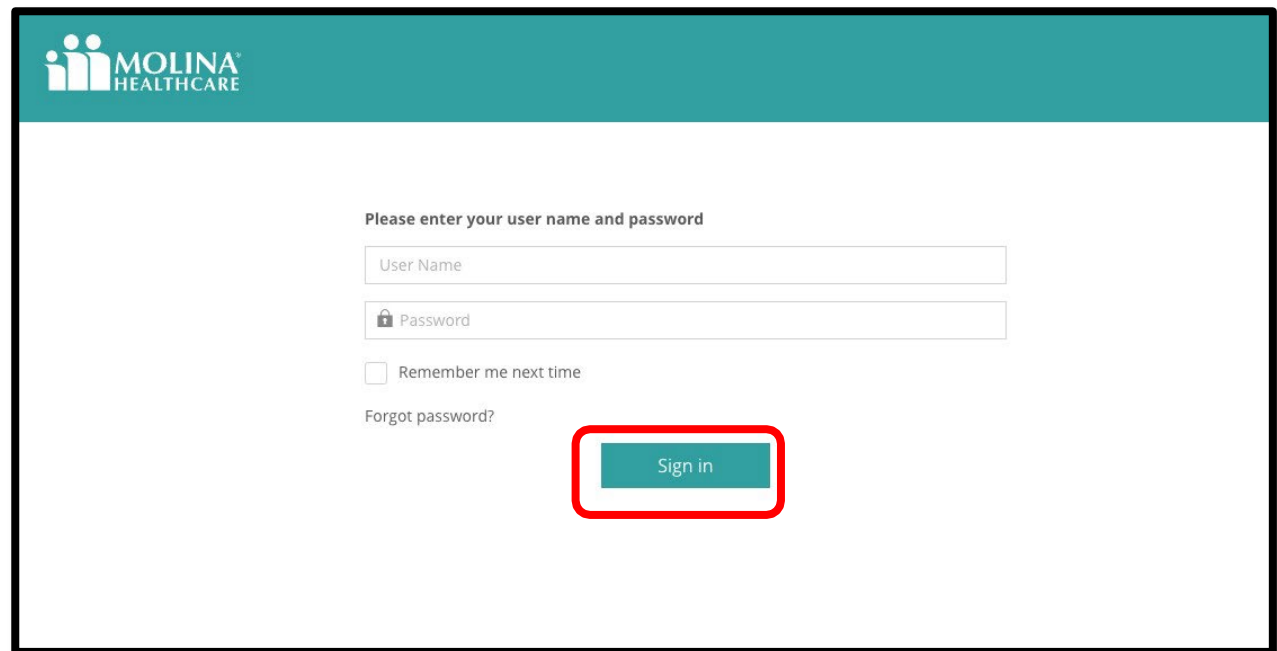
Getting Started

Login, Homepage Navigation, and Profile Settings

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Getting Started

Login

1) All agents who are deemed **Ready to Sell**, will receive an email from noreply@theygsgroup.com which will contain a link to the **Molina Marketing Store** and login credentials.

2) Upon clicking the link, enter in your **NPN** and the **password** that was emailed to you.

3) Click **Sign in**

Getting Started (cont.)

Homepage Navigation

- Upon logging in, the **homepage** will display.
- At anytime you wish to return to the homepage, click the **Molina Healthcare logo** located in the top left corner of the screen.
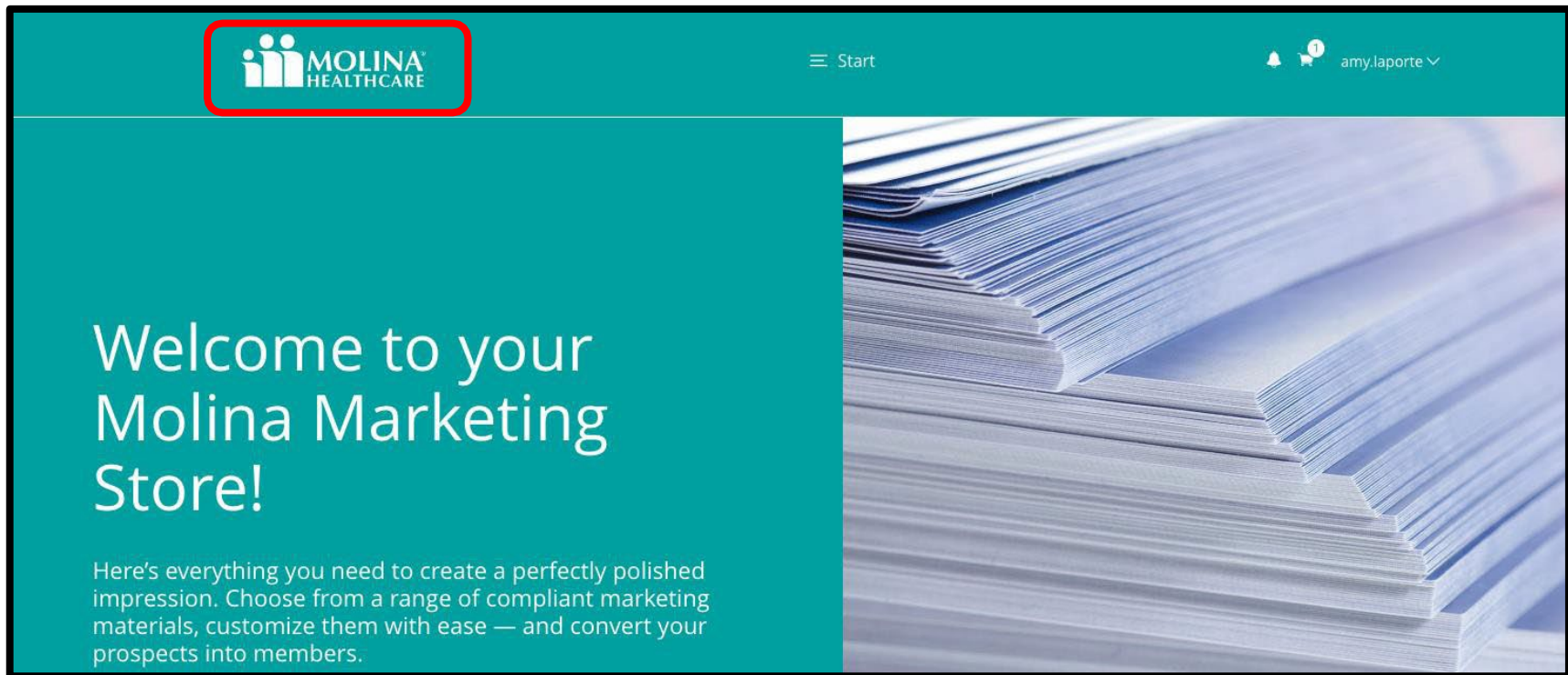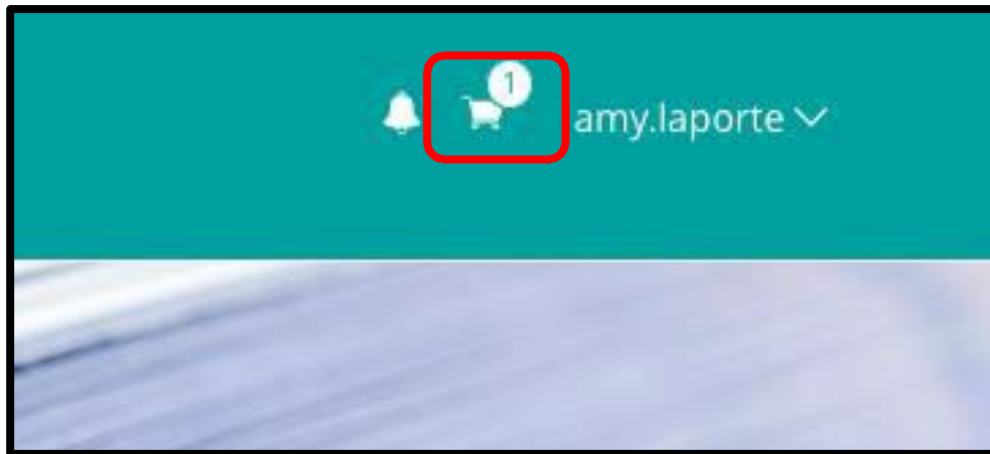
Getting Started (cont.)

Notifications

- If there are any notifications for you to view, you will click the white bell located in the top right corner of your screen. This will open any pending notifications (i.e., a place order in process)
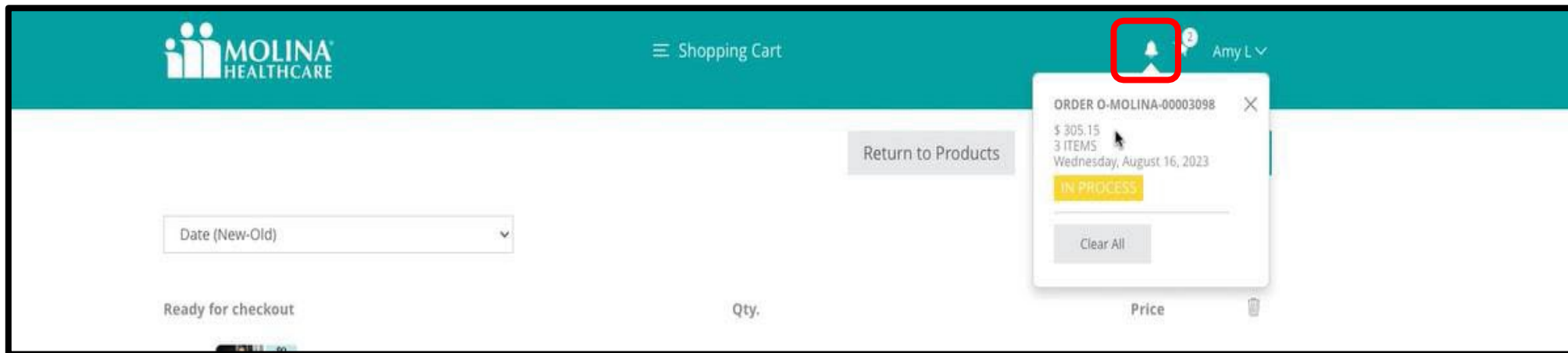
Getting Started (cont.)

Shopping Cart

- The shopping cart icon will display the number of items in your cart.
- Items will remain in the cart until they are removed, saved for later or checked out.

Getting Started (cont.)

Profile

- To access your profile settings, click your **username** located in the top right corner of the screen and then click **Profile**.

- Please be sure to update your profile **before** you begin ordering materials.
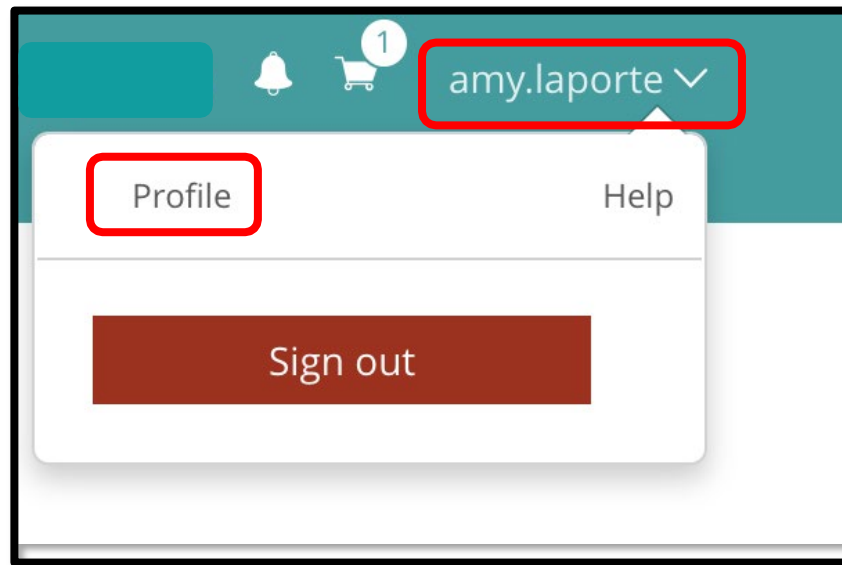
Getting Started (cont.)
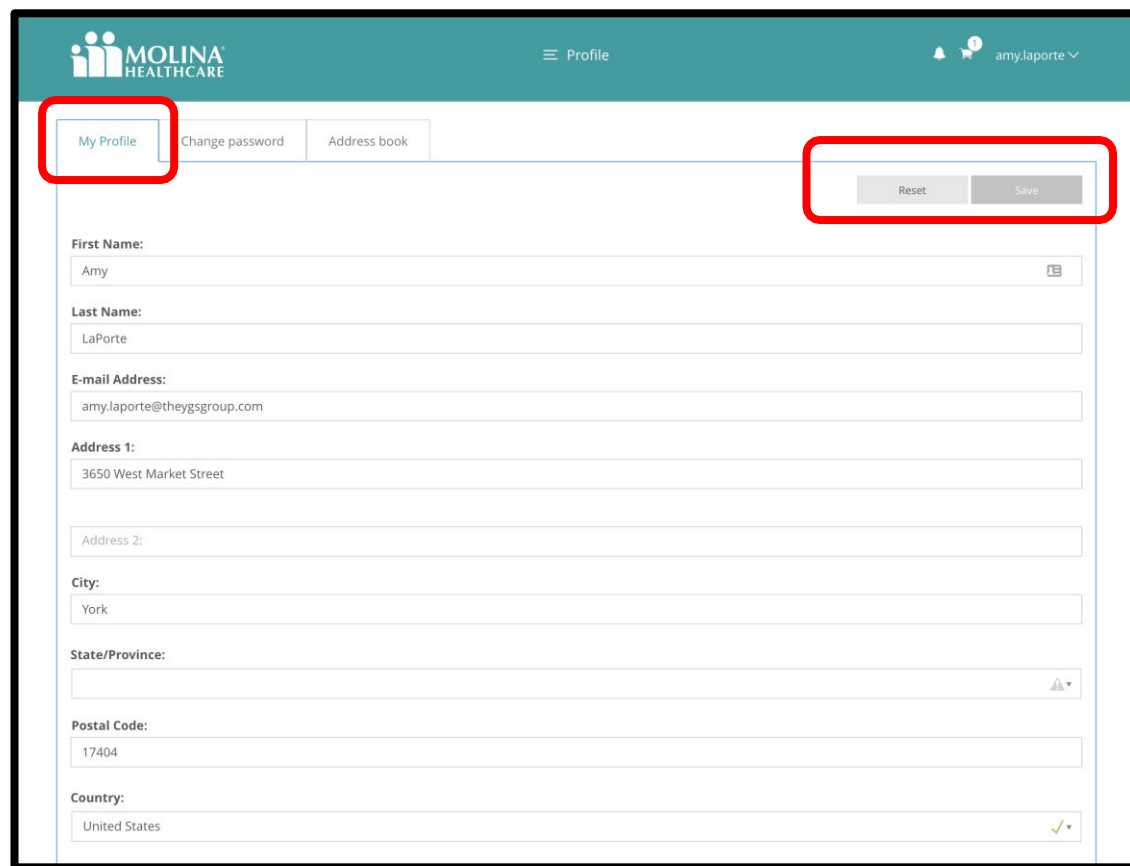
Profile

- On the **My Profile** tab, you will complete/update your contact information.

- Agents using Connecture can add their **PURLS** in the designated field to have their **QR code** added to their materials.
    - **License information** can also be entered into your profile and added on materials.

    *License Number is Required on all marketing material for CA Sales Agents *

- Click **Save** to capture any changes made.

- Click **Reset** to undo any changes made.
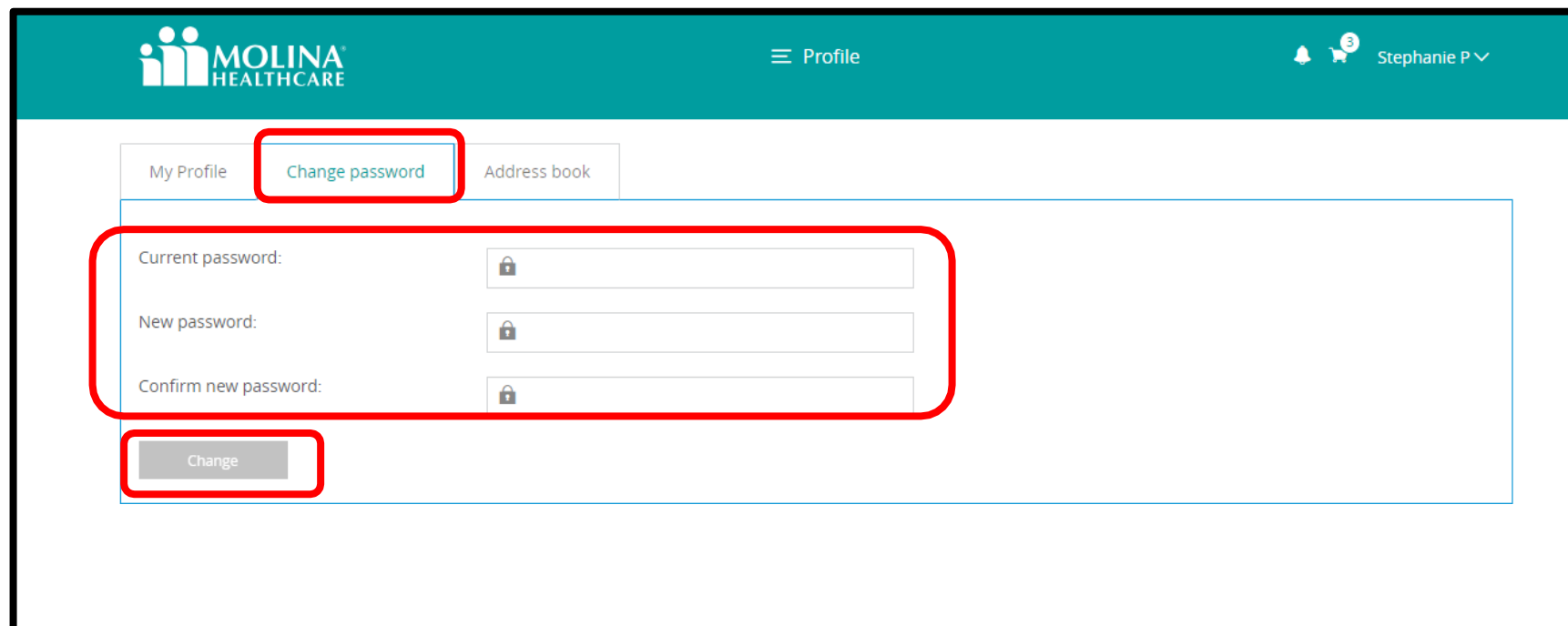
Getting Started (cont.)

Change Password

Logging in for the first time?

- Please click the **Change Password** tab, complete the fields below and then click **Change** to update your password.

Getting Started (cont.)

Address Book

- Click the **Address Book tab** to **add a new address** by clicking the **+ sign** and fill in the required form fields.

- ▪ **Make changes** to any addresses within the address book by clicking the **pencil icon** to the right of each address.
    - ▪ **To set a default shipping address, click 'Set as default shipping address' under the appropriate address.**

- ▪ **Delete** any address within the address book by clicking the **trash can icon** to the right of each address.
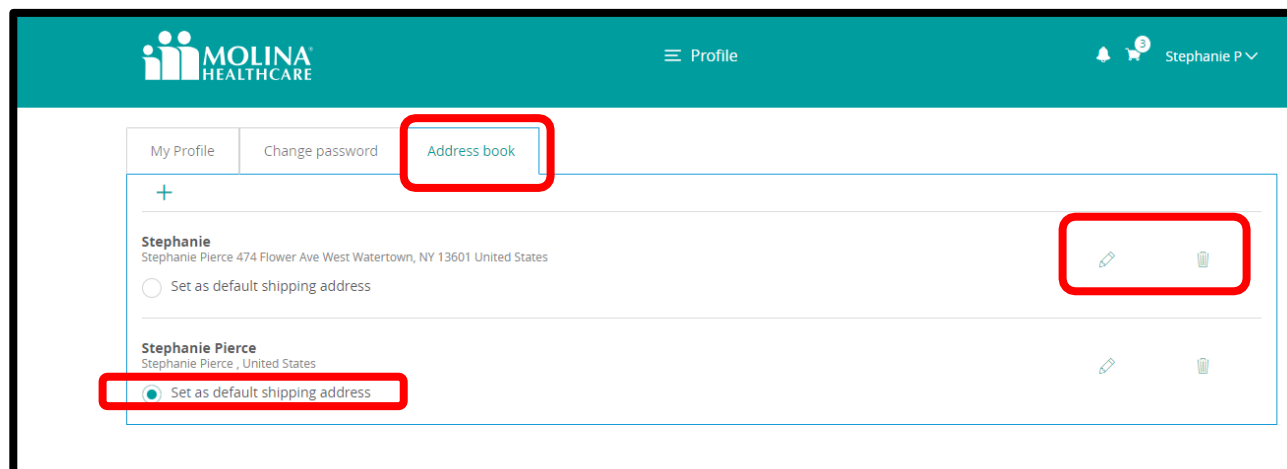
Getting Started (cont.)

Sign out/Exit

- To **sign out** and **exit** at anytime, please click your **username** located in the top right corner of the screen and click **Sign out**.
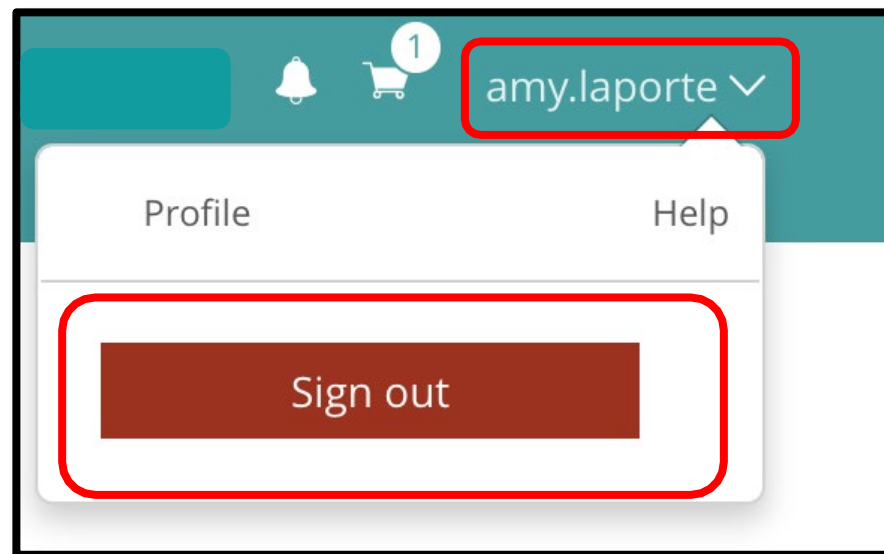
Available Materials

Material Categories

Available Materials

2024 Enrollment Guides (English & Spanish)

- Available to order at no cost

Additional items that are available (English & Spanish):

- Benefits-at-a-Glance (BAAG)*
- Educational Flyer
- Events Flyer
- Events Postcard
- Lead Card *(we encourage you order in sets of 5, each set contains 50 cards)*
- Sales Presentation *(English Only)*
- Top Benefits Flyer & Poster*
- Tri-fold Brochures*

Available for purchase utilizing credit cards/co-op funding.

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Available Materials (cont.)

- Before you begin ordering, please complete your **Profile** and change your **password** as noted in the previous section

- Click **Start** located at the top of your screen then click **Catalog**.
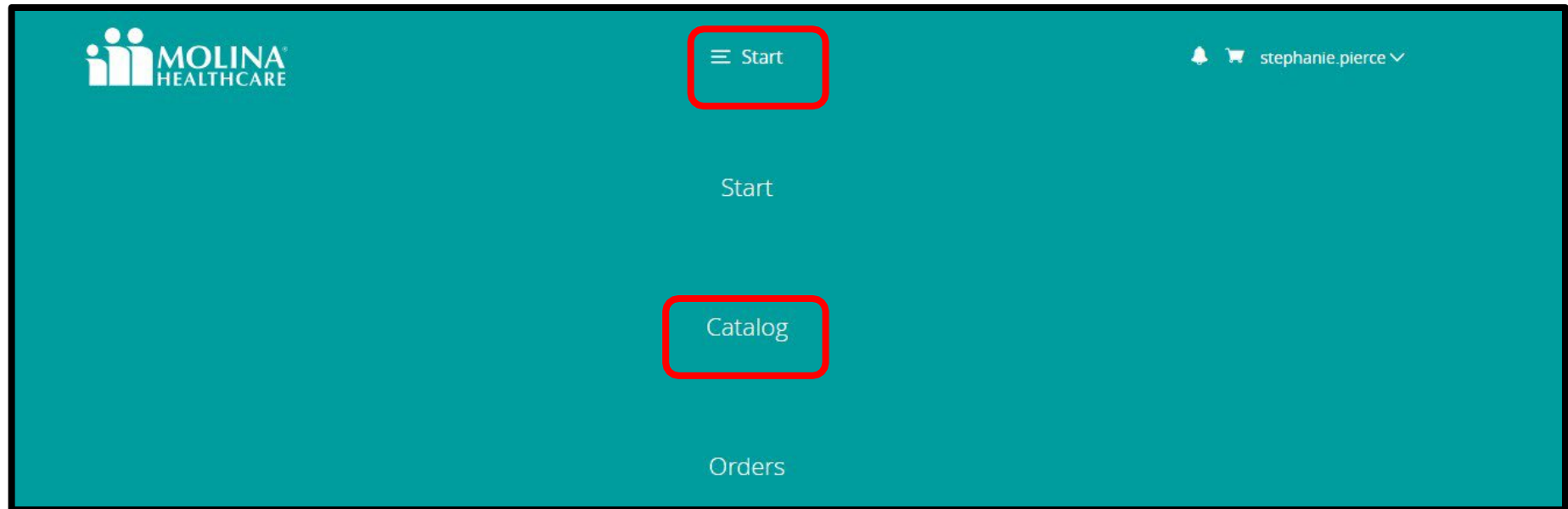
Available Materials (cont.)

- The following screen will display with **all available materials** with the ability to *customize* specific items such as flyers and Benefits-at-a-Glance.

Available Materials (cont.)

▪ Users can also use the **search bar** to type in keywords such as **Dental** and then click the **magnifying glass** (or **Enter** on your keyboard) to see all available materials for Dental.
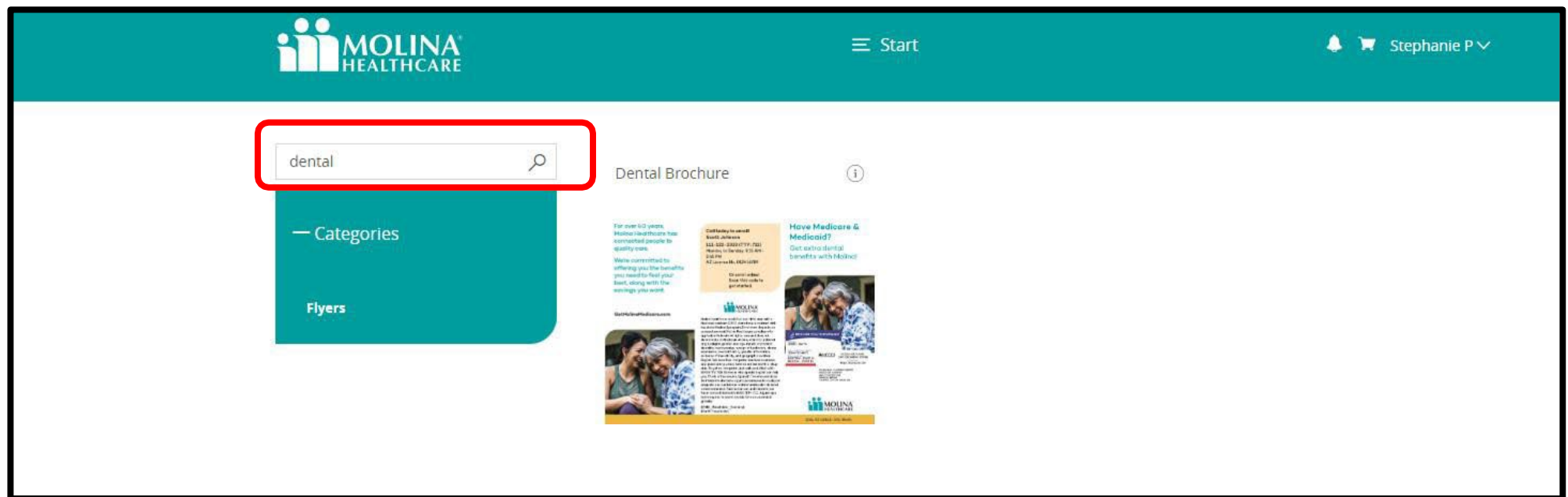
Available Materials (cont.)

- Users can also click the **+ sign** to the left of **Categories** to expand the menu.

- Categories will be displayed based on the available materials.

Looking for something different?

- The following items are **not** currently available in the Storefront:
  - CBO Brochures
  - Birthday and Thank You Cards
  - A-Frame/Sandwich Board
  - Banners
  - Yard Signs

- To purchase the items above, please use the **2024 Materials Order form** located on the Molina Agent Center

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Material Customization

Customize marketing materials based
on state, plan, and language

Material Customization

Benefits at a Glance (BAAG) Customization

- In this first example, I have chosen the **Benefits at a Glance (BAAG).** The following screen will display:

Material Customization (cont.)

Benefits at a Glance (BAAG)

- Under the **Customize section**, use the **drop-down arrows** to select the appropriate **Language*, State, Plan, Debits, and if you speak another language and wish to have that advertised on the BAAG.**

- For the **Debits field**, you can choose **more than one item** by clicking each one you wish to add.

English & Spanish are currently available; stay tuned for additional languages to be added.

Material Customization (cont.)

Benefits at a Glance (BAAG)

- Click **Options**. *You do not need to add any special instructions in the field below.*

- Enter the **quantity** needed in the **Quantity field**.
    - **The quantity can be updated at checkout as well.**

Material Customization (cont.)

Benefits at a Glance (BAAG)

- Once you have made your selections, use the page navigation arrows above the preview to view your customized BAAG.

Material Customization (cont.)

Benefits at a Glance (BAAG)

- To open a PDF version of the customized BAAG, click the **Preview icon** above the BAAG preview. Another screen will open with the PDF version.

Material Customization (cont.)

Benefits at a Glance (BAAG)

- If you make any updates to your customized fields, simply click the Update icon located above the BAAG preview. Use the navigation arrows to ensure all changes have been captured.

Material Customization (cont.)

Benefits at a Glance (BAAG)

- If you do not want to proceed with this customization, you can click **Return to Products** and choose a different item.
  - However, if you wish to save this item for later, click **Add to Cart**.

Material Customization (cont.)

Benefits at a Glance (BAAG)

- If you do not want to proceed with this customization, you can click **Return to Products** and choose a different item.
  - However, if you wish to save this item for later, click **Add to Cart**.

Material Customization

Flyer

- In this second example, let's look at the options available to customize a **Top Benefits Flyer**.

Material Customization (cont.)
Flyer

- Under the **Customize section**, use the **drop-down arrows** to select the appropriate **Language*, State, Plan, Bullets, Debits, Image, and if you speak another language and wish to have that advertised on the flyer.**

- Click **ShowLicenseNo** if you wish to have it displayed on the flyer as well.

- For the **Bullets and Debits field**, you can choose **more than one item** by clicking each one you wish to add.

English & Spanish are currently available; stay tuned for additional languages to be added.

Top Benefits Flyer

100%

Customize

You know which benefits people are looking for in your market. Now you can customize them right into this flyer. Select the top benefits you want to feature in this hand-out. It makes a great leave-behind for community organizations and events.

Select a State
Arizona

Select a Plan
H8845-001 Molina Medicare Complete Care (H...

Select bullets
Select Some Options

Select Debit Benefits (Max: 4)
over-the-counter items ✕

Select an Image
Click to collapse

Advertise that you speak another language
- Select -
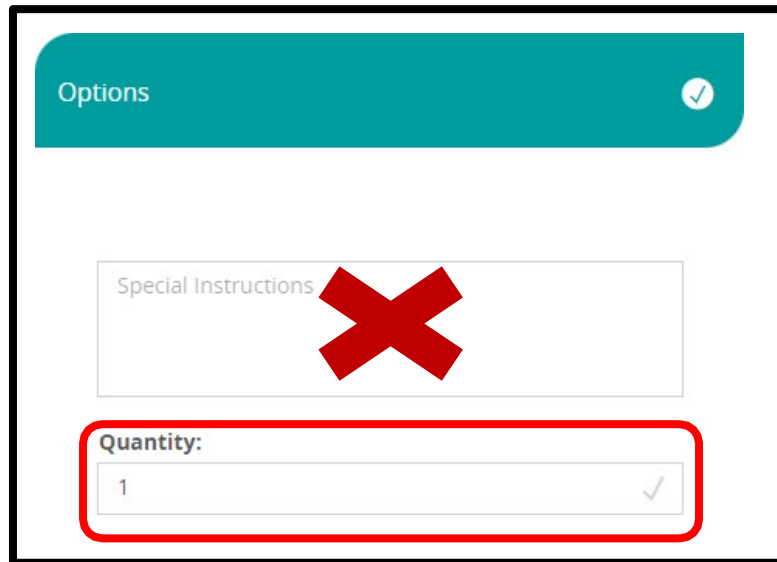
☐ Show LicenseNo

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Material Customization (cont.)

Flyer
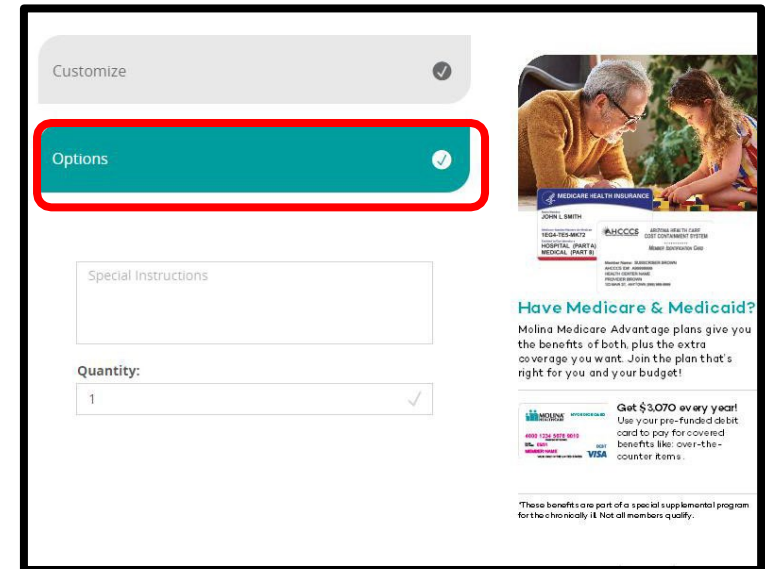
- Click **Options.** *You do not need to add any special instructions in the field below.*

- Enter the **quantity** needed in the **Quantity field**.

    - **The quantity can be updated at checkout as well.**

Material Customization (cont.)

Flyer

- Once you have made your selections, use the page navigation arrows above the preview to view your customized Flyer.
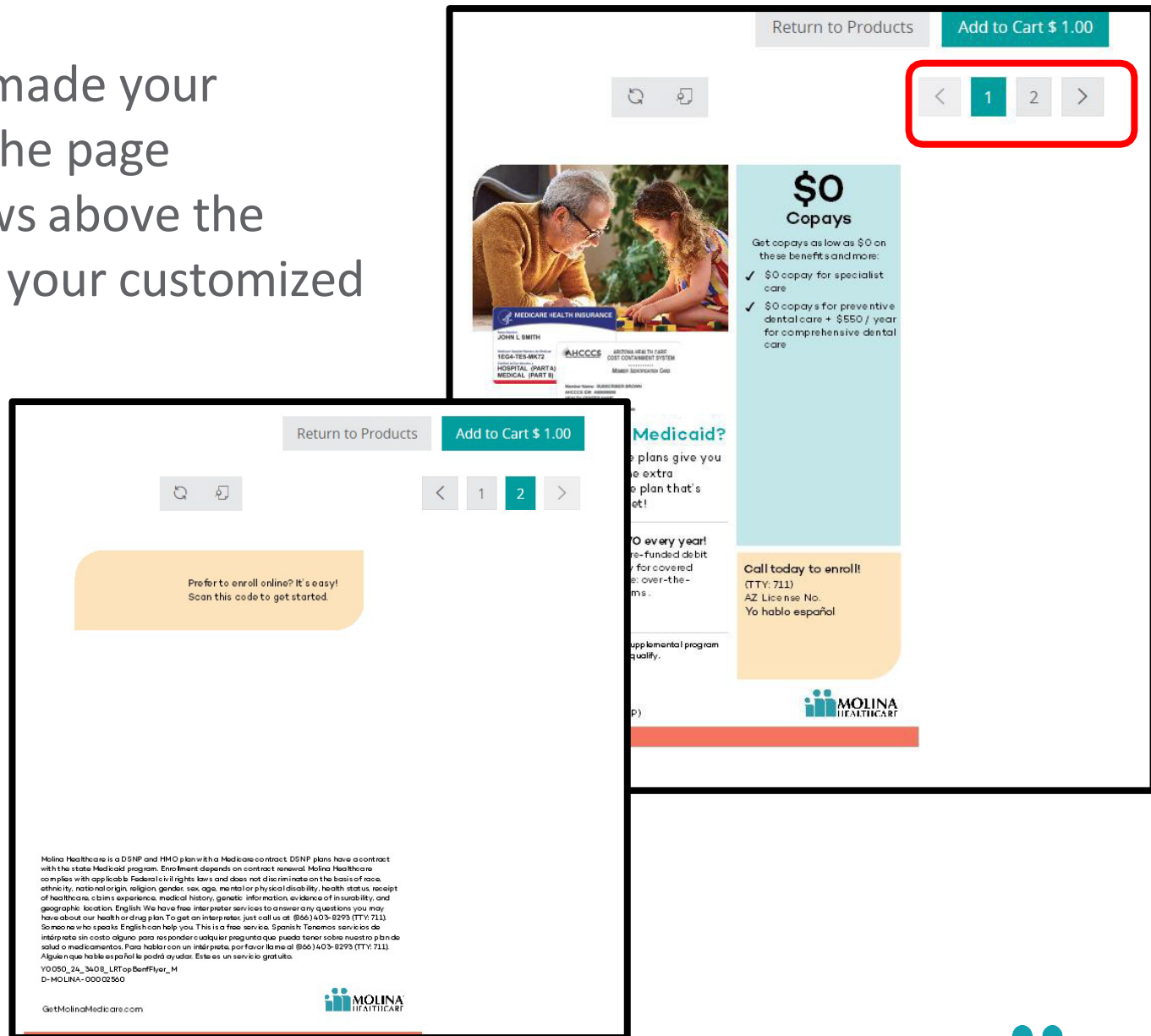
Material Customization (cont.)
Flyer

- To open a PDF version of the customized Flyer, click the **Preview icon** above the BAAG preview. Another screen will open with the PDF version.
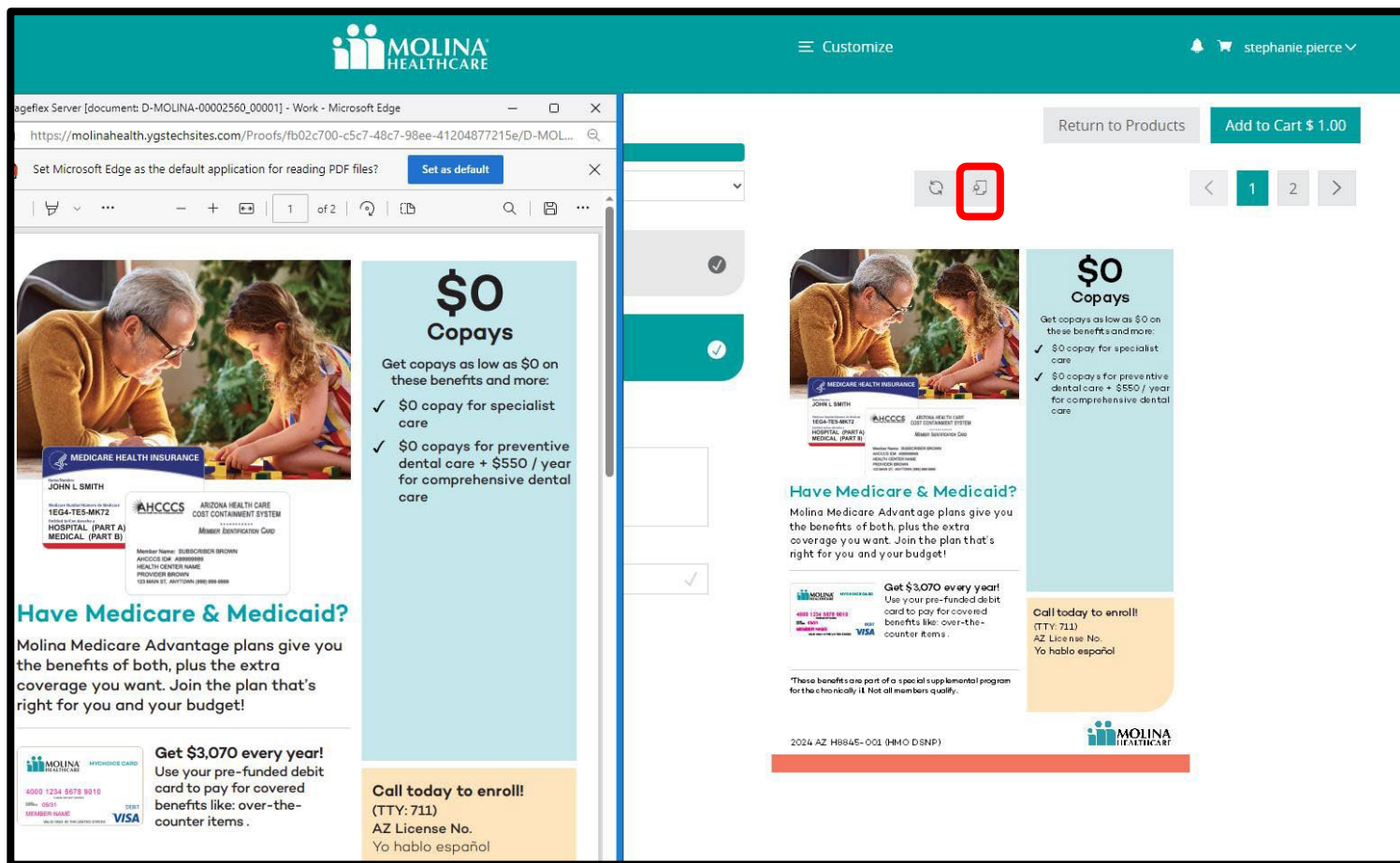
Material Customization (cont.)

Flyer

- If you make any updates to your customized fields, simply click the **Update icon** located above the **Flyer preview**. Use the **navigation arrows** to ensure all changes have been captured.

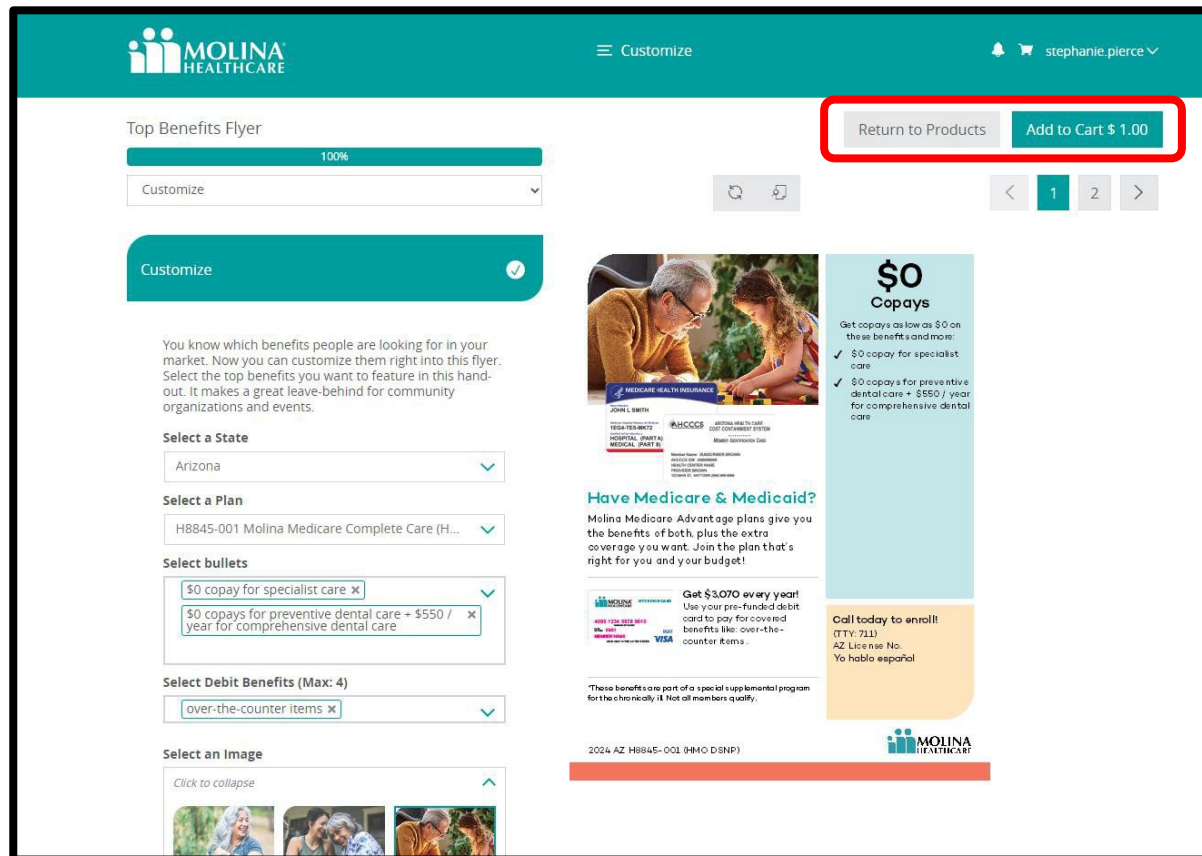# Material Customization (cont.)

Flyer

- If you do not want to proceed with this customization, you can click **Return to Products** and choose a different item.
  - However, if you wish to save this item for later, click **Add to Cart**.

Material Customization

Events Postcard

- In this example, let's look at the options available to customize an **Events Postcard**.

Material Customization (cont.)

Events Postcard

Under the **Customize** section, use the **drop-down arrows** to select the appropriate

- **State**

- Click **Show LicenseNo** if you wish to have it displayed on the postcard.

- **Select the Number of Events** You can list up to two different event details in the same postcard

- **Event Details** Date, Time and Location details are required

Material Customization (cont.)

Events Postcard

Under the **Options** section, use the **drop-down arrows** to select the appropriate

- **Output Type**

  Direct Mail: mailing list via Post Office *(Merge Data is required)*

  Ship product directly to me: materials will be shipped to you for distribution

- **Mailing Type** select First Class or Standard based on need

Events Postcard English

100%

Options ∨

Options ✓

Output Type:

Direct Mail ✓✓

Select Mailing Type

First class presort: 2-5 business days delivery ✓✓

Choose **Direct Mail** if you want to send a mailing to be sent via the Post Office to individuals.

Choose **Ship product directly to me** if you want to have a box of the materials shipped to you to distribute on your own.

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Material Customization (cont.)

Events Postcard

Under the **Merge Data** section, you will upload the mailing list if Direct Mail was selected as Output Type in the Options section.

- **Download sample schema** Download the sample template for the mailing list that you will need to complete, save and upload for the Direct Mail fulfillment. *Do not alter the template format*

- **Select Data List...** Once you have the mailing list completed and saved to your desktop upload it here for the Direct Mail fulfillment.

Events Postcard English

100%

Merge Data

Options ✓

Merge Data ⚠

Data List to Merge:
No data list selected

Select Data List...

Download sample schema

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Material Customization

Sales Presentation

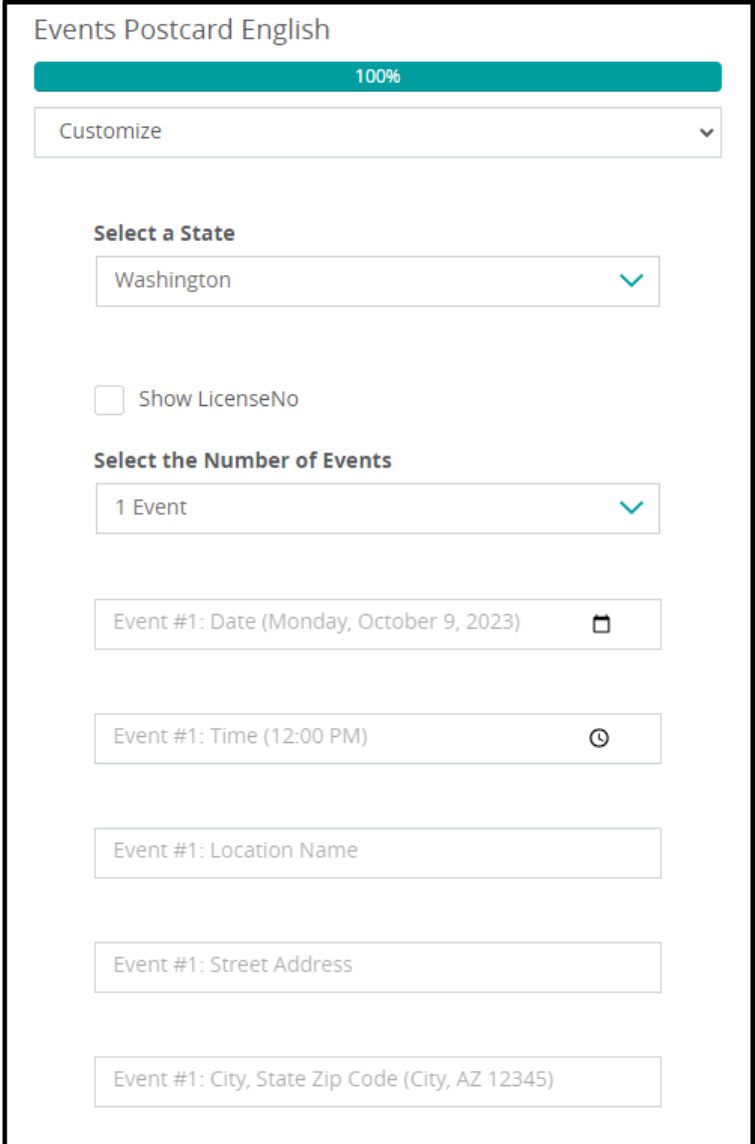- In this example, let's look at the options available to customize a **Sales Presentation**.

Material Customization (cont.)

Sales Presentation

Under the **Customize** section, use the **drop-down arrows** to select the appropriate

- **State**

- **Product Type**
  HMO: MAPD Options
  HMO D-SNP: DSNP Options

Material Customization

Sales Presentation

Once the correct State and Product Type is selected, you'll notice your preview will be updated to reflect that information. You should then select **Get It Now** to download the document.

Material Customization

Sales Presentation

Once the correct State and Product Type is selected, you'll notice your preview will be updated to reflect that information. You should then select **Get It Now** to then **Download** the document.

Material Customization

Sales Presentation

Upon downloading you will have access to the PowerPoint version of the document. You are only allowed to edit the cover page of the document with the **Date**, **Presented by**, **Phone Number**, and **Email** information.

Since these specific presentations have been CMS Approved, you are NOT allowed to change or modify anything else within the presentation slides.

2024 Molina Healthcare, Benefits Presentation

Molina Medicare Choice Care (HMO) H5926-006

Molina Medicare Choice Care Select (HMO) H5926-007

Date:
Presented by:
Phone Number:
Email:

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Checkout Process

Item Details and Options, Shipping, and Payment Details

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Checkout Process

Ready to checkout?

- If you had added items into your cart the last time you logged in, you will be able to access those items in your cart by clicking the **Shopping Cart icon** located in the top right corner of the screen.
- If you are in the process of adding items to your cart, once you add your final item, you will be able to click the **Proceed to Checkout button**.
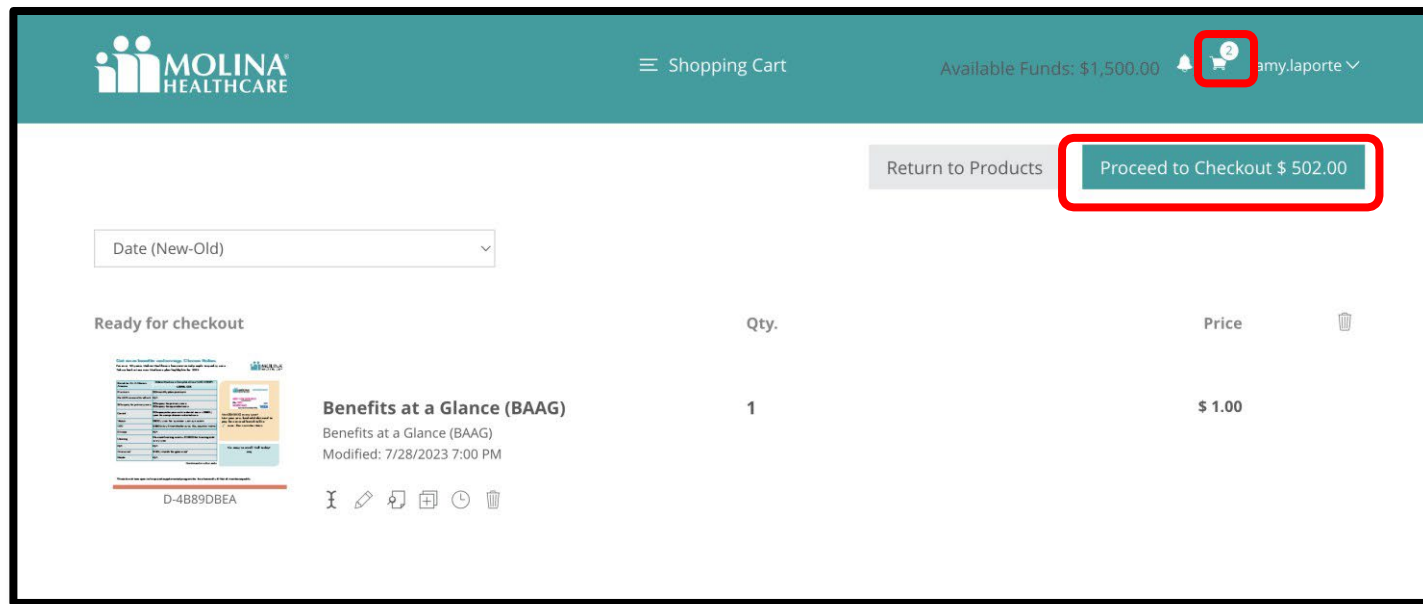
Checkout Process (cont.)

Item Options and Details

- Any item that has been added to your cart will display on this page.
- Hover over each of the icons below and click the appropriate one(s) to make the following edits to the item:
  - **Rename** the item so you can easily locate it in your orders if you wish to re-order later.
  - **Edit** the item to make changes to the quantity/customized fields.
  - **Preview** the item as a PDF.
  - **Duplicate** will make a duplicate of the item to be added to the cart.
  - **Save for later** if you wish to order the item another time.
  - **Delete** the item.

Benefits at a Glance (BAAG)

Benefits at a Glance (BAAG)

Modified: 8/8/2023 11:02 AM

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Checkout Process (cont.)

Item Options and Details

- If you wish to **delete all items** that are ready to checkout, click the **trash can icon** located to the right of **Price**.
- To **sort the items** on this page, use the **drop-down arrow** to sort by **custom name, price or date**.
- When you're ready, click **Proceed to Checkout**.

Checkout Process (cont.)

Shipping Address

- On this page you will have the ability to add a new address by clicking the **+** symbol.
- If you already have addresses added in your address book, you can click the drop-down arrow and select your desired address.
  - Please review the [Getting Started: Profile](#) section of this guide to learn how to add addresses to your address book.
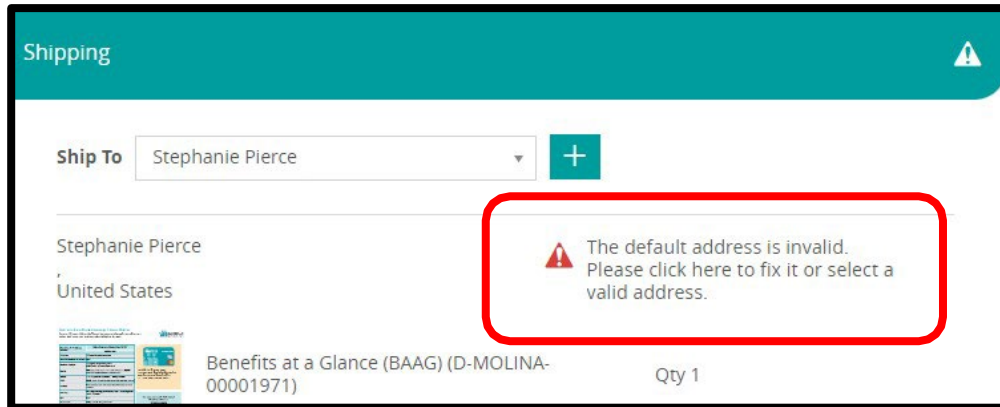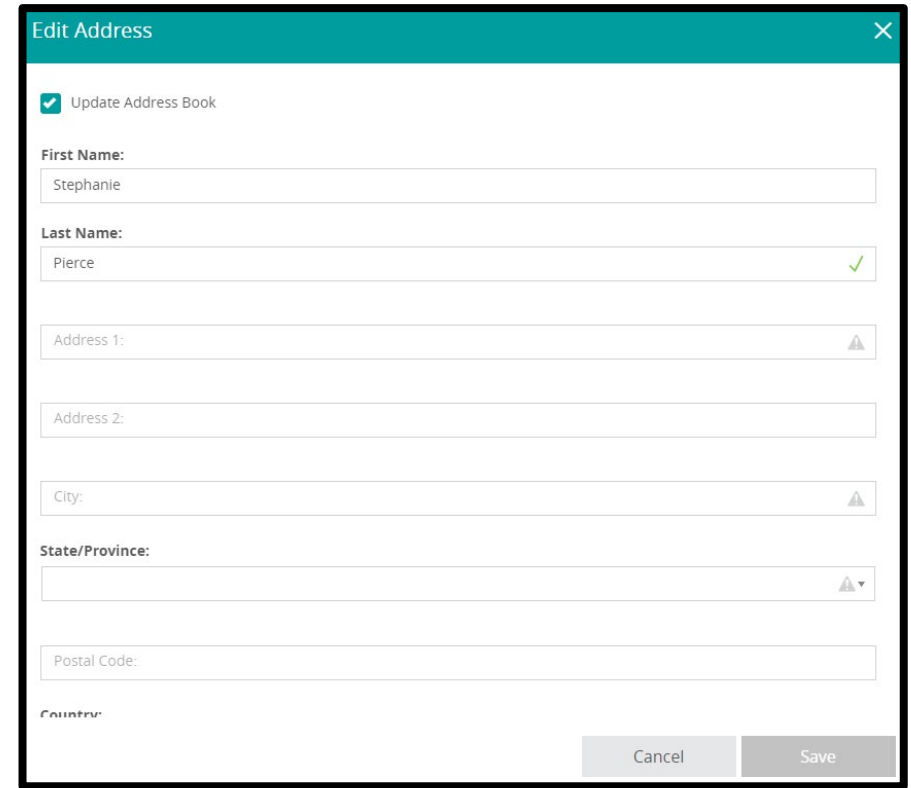
Checkout Process (cont.)

Shipping Address

- If the address selected is invalid, a **warning symbol** and **message** will display. Click the message and make the appropriate corrections to the address in order to proceed to the payment section.
  - This will update the **address book** as well for future orders.

Checkout Process (cont.)

Delivery Method

- By default, orders will be delivered via **FedEx Ground.**
- The shipping price will be calculated based on the delivery address provided in the shipping section.
- Please allow for 5-7 business days for orders to be processed and shipped.
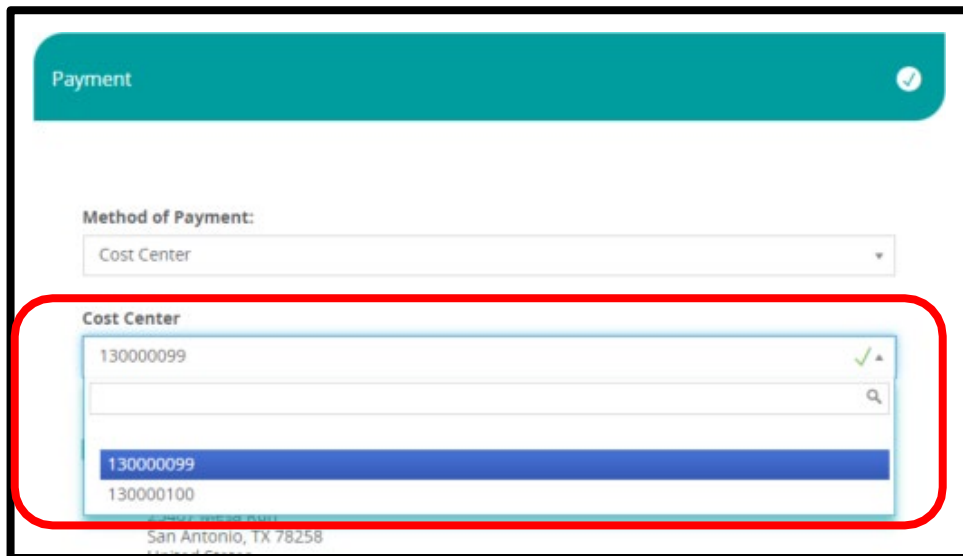
Checkout Process (cont.)

Payment Details

- Click the **Payment** section. The total price of the order will be displayed in the upper right-hand corner of the screen.
  - **Employed Molina Agents**: **Materials are at no cost.**
    - Please use the appropriate cost centers below.
  - If you are acting on behalf of a contracted agent, there will be a cost associated with the selected materials.
- Click the drop-down arrow in the **Method of Payment** field to choose the appropriate payment method.

Cost Center – Internal Employees Only	
Broker Distribution	**130000099**
Field & Telesales	**130000100**

Checkout Process (cont.)

Payment Details

- If the billing address is the same as the shipping address, check the box.
- Click **Place Orde**r to submit or **Cancel Checkout** if you wish to complete the purchase later.

Orders

- To access your previous orders, click **Start** on the **homepage** and then click **Orders**.
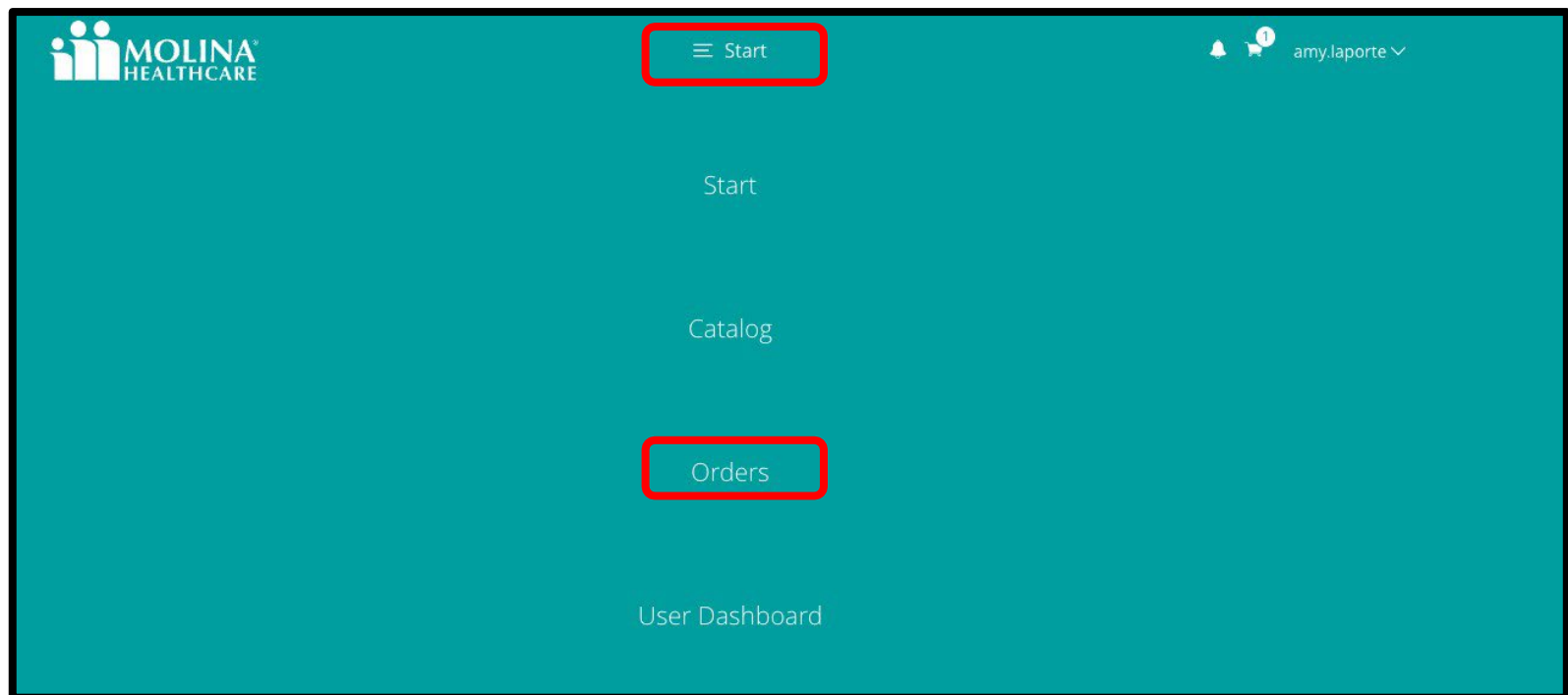
Orders

- The following screen will display.
    - Use the fields to search orders by typing in keywords and/or using the drop-down arrows to filter by date and orders. Locate the item and click **Reorder**.
    - This will allow users to re-order previous items without having to re-create materials.

Ordering on behalf of an agent?

- Broker Channel Managers, Account Managers, and Field Managers can order materials on behalf of their agents.
- Navigate to the **homepage** by clicking the **Molina Healthcare logo** located in the upper left corner of the screen.
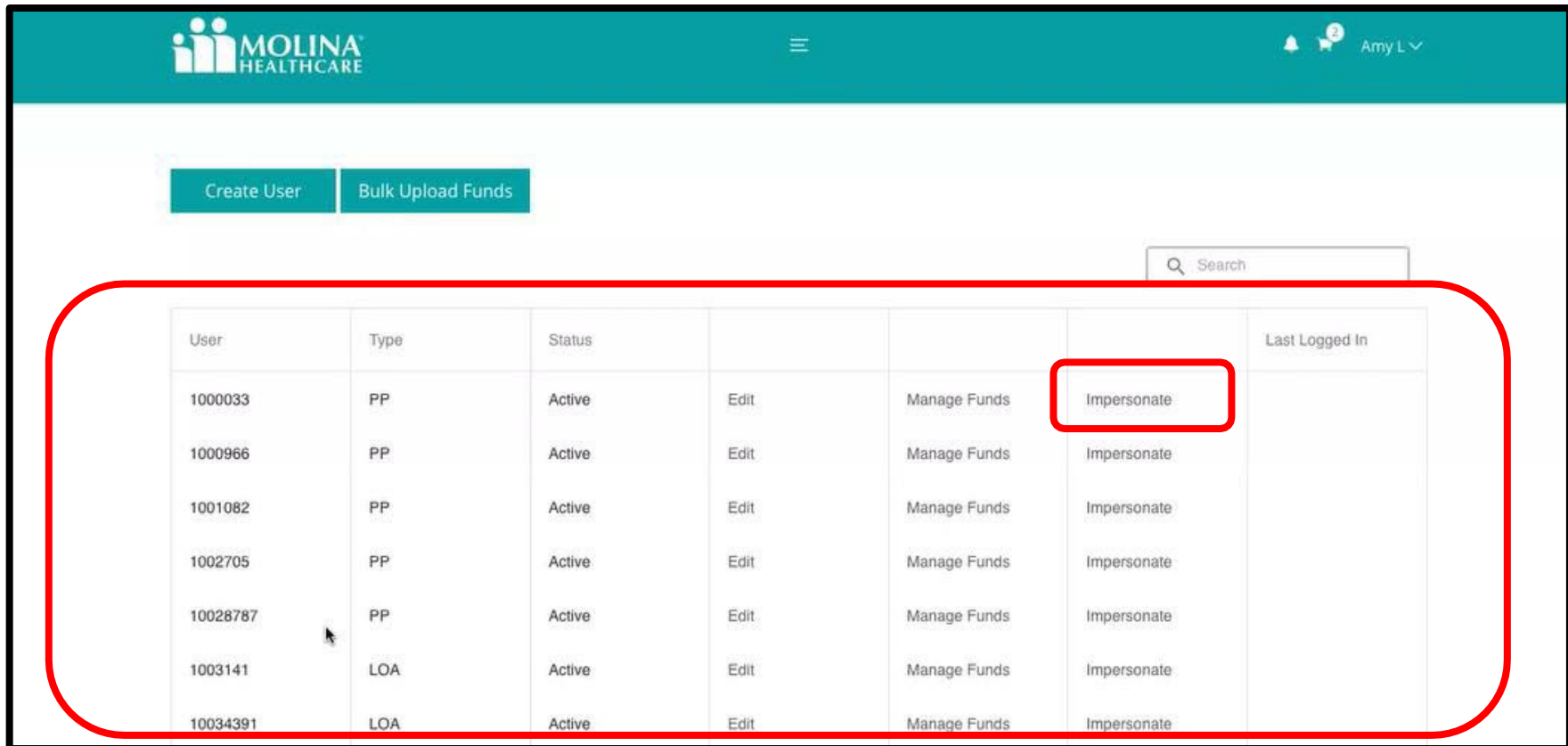- Click **Start** and then click **User Dashboard**.
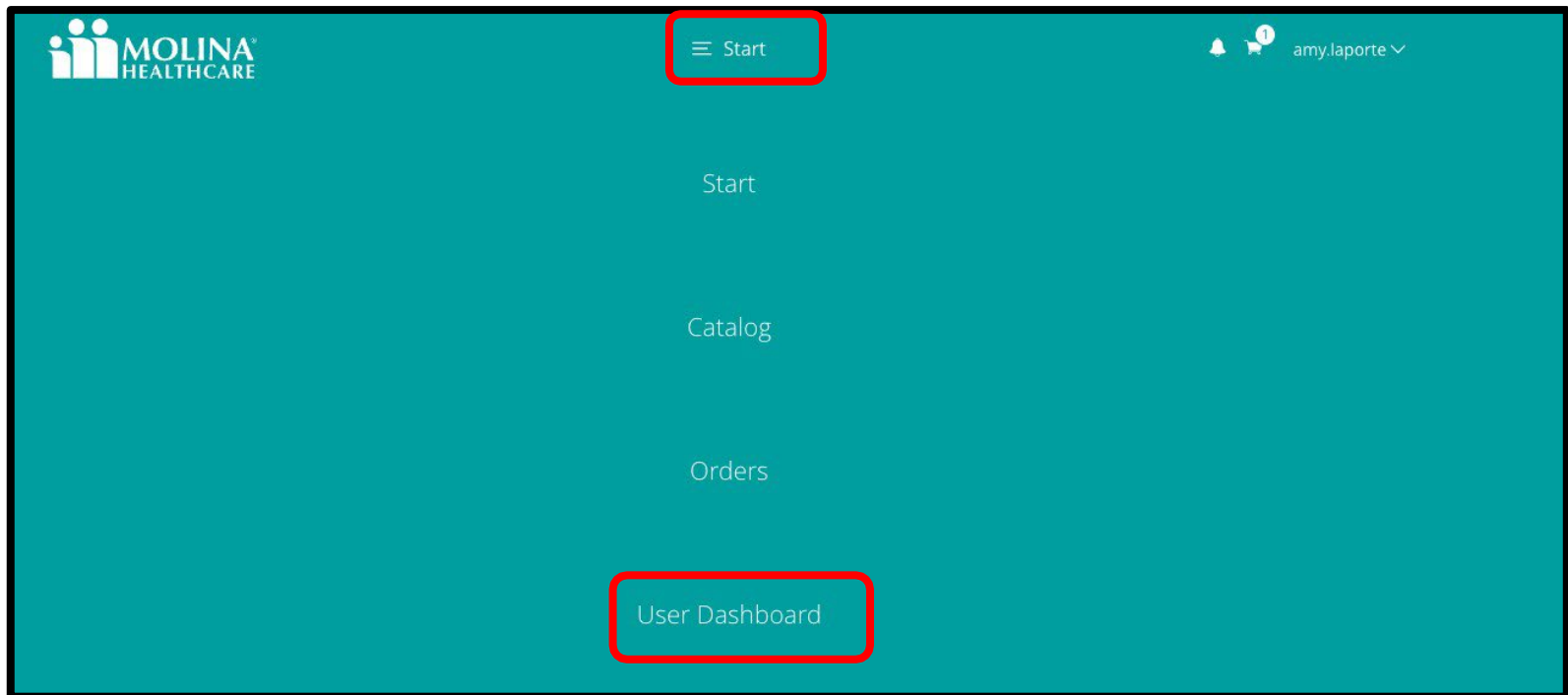
Ordering on behalf of an agent? (cont.)

- The following screen will appear with the manager's downline. Locate the desired agent and click **Impersonate**.

Ordering on behalf of an agent? (cont.)

- The following screen will appear. Managers will be redirected to the homepage to begin placing an order on behalf of their agent.

Impersonating user... Please wait.

This page will automatically redirect.
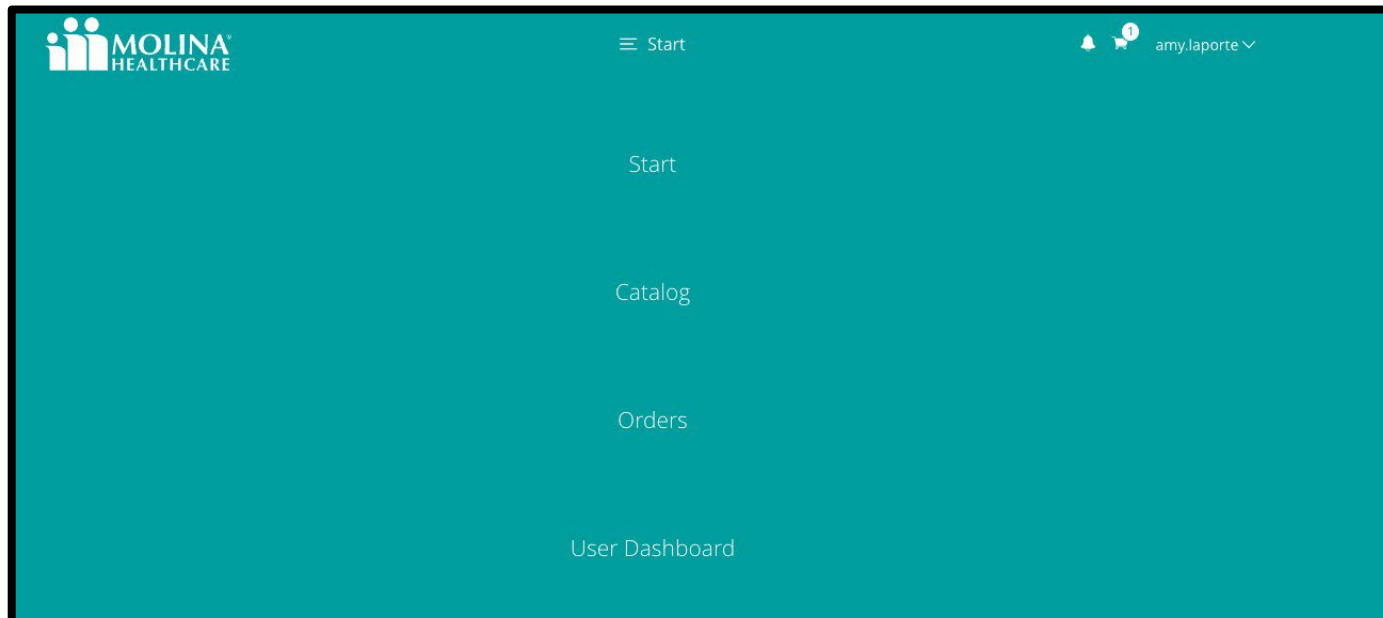
Help Center

Available Resources

Help Center

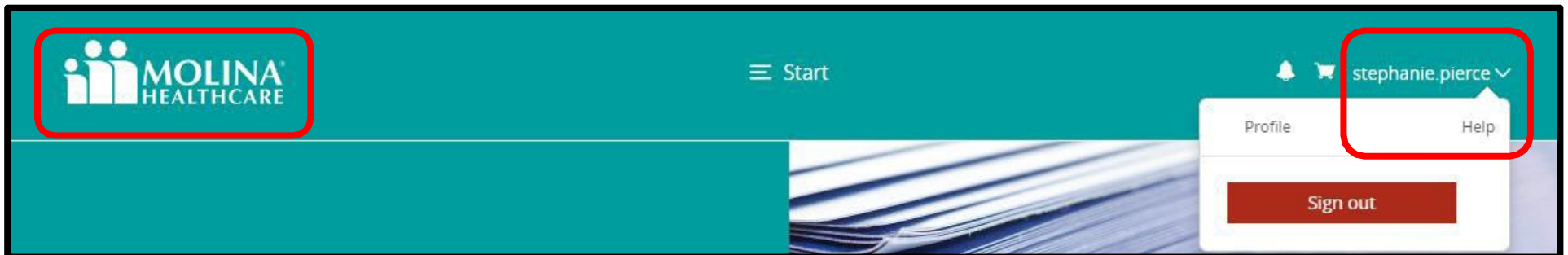- To navigate to the **Help Center**, click the **Molina Healthcare logo** to return to the homepage.
- Click the down-arrow to the right of your name (located in the upper right-hand corner of the screen) and click **Help**.

Help Center

- Browse resources by entering a keyword in the **search bar and** click the **magnifying glass**.
- Users can also click **Knowledge base** to view How-to articles.
- If you have a general question or a question around orders/payments, click **Submit a Ticket** for assistance.