

Personal Online Business Reply Card (BRC)

Frequently Asked Questions

What is an online BRC?

Business Reply Cards or BRCs are a proven method of generating leads for your business. Traditional BRC postcards can be set up by working through your local post office and include fees for postage and permits. A personal, online BRC is the exact same thing, except instead of going through the U.S. Postal Service, the online BRC generates leads from the internet. So instead of receiving a BRC postcard in the mail, when your personalized online BRC is completed, you'll get an email notifying you that a lead has been submitted and within an hour the lead will populate in your Cigna for Brokers portal.

How can I use the personal online BRC to generate leads?

Personalized online BRC links allow brokers to generate compliant leads virtually. All you have to do is add your personal online BRC link or URL to approved electronic/online communications with potential customers. There are many forms of electronic or online communication where you can use your personal online BRC including: social media sites*, virtual sales events, e-Newsletters, email signatures, etc.

**Please see below for approved ways to share via social media.*

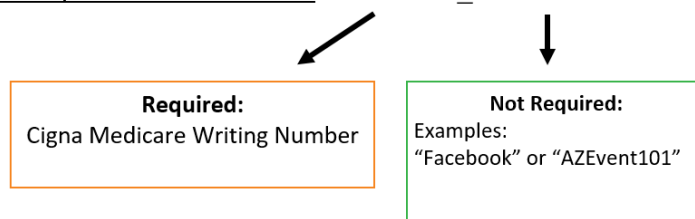
Completing and returning the online business reply card is completely optional for all consumers. However, for those who choose to fill out the form and include their address, Cigna will mail them a free **Cigna Medicare Advantage Guide** within 2-5 business days. In addition, you will receive an email notification that a lead has been generated from your online personal BRC.

How does it work?

1. The URL is personalized to your agent ID (also known as your writing number).

See the sample personalized online BRC below:

http://information.cigna.com/BrokerBRC?source=AGENTID_SOURCE



Important note – the URL format is extremely important. Any changes and you will not receive your leads. For example, if a writing number is not included in the URL or the incorrect number is listed, an online lead will still be generated, however you will not automatically be assigned the lead in your Cigna for Brokers portal.

2. Should you wish to track exactly where your leads are coming from, you can add a **source** to the end of your BRC link and it will auto-populate within Cigna for Brokers. An underscore must follow your agent ID before adding the source (see below image for the underscore key). No spaces in source names allowed.



- i. For example, if you are attempting to generate leads from Facebook, your link will be:

1. **http://information.cigna.com/BrokerBRC?source=AGENTID_FACEBOOK**

2. Approved ways to share via social media:

- a. Generic lead generation post only including personalized online BRC

- i. Example: “Questions about Cigna? Follow the link below <insert online BRC link>”.

- b. In response to a customer requesting additional information on a post.

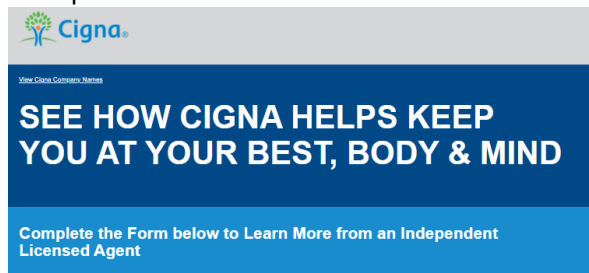
- c. Cigna-branded post templates are also available! *Training is required to access.*

Please check the training calendar on [Cigna Producers' University](#) to register for the next session.

- ii. If you are using it on your personal website, it will be:

- a. **http://information.cigna.com/BrokerBRC?source=AGENTID_WEBSITE**

3. Your personal online BRC links will direct the customer to the online form below:



More coverage doesn't have to cost you more.

- Combined Coverage: Get medical, dental, vision, and prescriptions in one plan, so you spend less time and money shopping around.
- More Care for Less: Enjoy \$0 monthly premiums, low or no primary doctor copays, and low or no specialist copays.
- Healthy-Living Programs: Save money on fitness, acupuncture, and more.

With Cigna Medicare Advantage plans, you also get:

- Team of Doctors
- Telehealth Visits
- Preventive Coverage

Get Your Free, no obligation, Medicare Advantage Guide

Fill out form and click SUBMIT below.

*Indicates required field

First Name *

Last Name *

Email Address *

Address 1 *

Address 2 *

City *

State *

Zip or Postal Code *

Phone

10 digit number only

Language Preference *

(Please Select)

☐ Digital Signature

By providing my number, I agree to receive calls/texts from Cigna and its affiliates at the number provided.

Calls may be auto-dialed or prerecorded telemarketing messages. I am not required to give my number here to enroll or buy services.

By submitting my information, I am requesting information to be mailed to the address above, and I grant permission for a licensed sales rep to contact me. I agree to receive ongoing emails from Cigna and its affiliates regarding general health information, Medicare prescription drug and Medicare Advantage programs, and am providing my email for that purpose. I understand that I can opt out at any time.

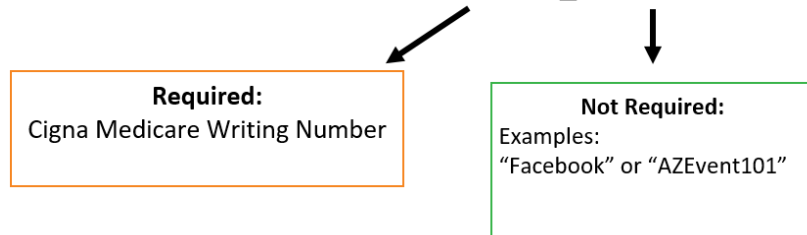
SUBMIT

4. Immediately upon completion of your personalized online BRC, you will receive an auto-generated email notifying you that a lead has been submitted from your online BRC.
5. Within an hour, the lead information will populate in your Cigna for Brokers portal.
6. For consumers who include their address, a Cigna Medicare Advantage Guide will be mailed at no cost.

Is the online BRC form available in Spanish?

Yes! The below version of the URL will link to a Spanish version of the BRC form for the customer. As you can see, the link is slightly different, but must be formatted exactly the same way. If you do not include your Agent ID, the lead will not be added to your Cigna for Brokers portal. As with the English version of the personalized online BRC, adding a source to the end of the link is optional.

http://information.cigna.com/Broker-SP?source=AGENTID_SOURCE



How long does consent to contact last?

By providing their digital signature and submitting the online BRC, consumers are providing you with consent to contact for the purpose of discussing Medicare Advantage only. Consent to contact from the online BRC is valid for six months following the date it was submitted.

How can I get a personalized online BRC link?

Personalized online BRCs were rolled out to a select group of Cigna Medicare Advantage brokers as part of a pilot program. If you are interested in participating, please reach out to your Cigna Broker Sales Representative.

Is there any cost associated with using the personalized online BRC?

At this time, there is no cost to participate in the pilot program. Leads generated through your personalized online BRC will be stored within your Cigna for Brokers portal for 6 months and consumers completing the online BRC and including their address will receive a Cigna Medicare Advantage Guide compliments of Cigna Medicare.

How do I get help using my personalized online BRC link?

If you need assistance with your personalized online BRC or ideas on how to generate compliant leads using this new tool, please contact your Cigna Broker Sales Representative.