Go to www.menti.com and use the code 14 40 53 2



Competitive Strategy Brainstorming Activities



Open Enrollment for 2021 coverage starts when?



Identify which of the plans are part of the nonmirrored Off-Exchange options.



Place the following 2022 HMO highlights in order of your preference

Mentimeter

1st Free meal delivery for members experiencing serious illness

2nd Virtual mental health consulations

3rd Otscounted gym membership accepted at over 10K locations nationwide

4th Octor house calls

5th Free non-emergency medical transportation for seriously ill members

Rank the following HMO product selling points in Region 3.

1st Hospital network
 2nd Monthly premium price
 3rd Choice of HMO Medical Groups
 4th Our non-profit story
 5th Our company brand and reputation

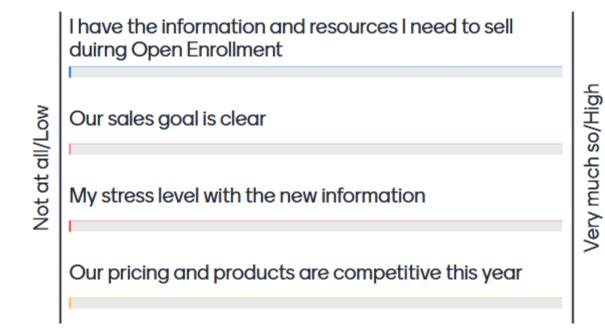
Single words customers would use to describe our HMO product in Region 3. (Submit up to 3 times)

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What are two reasons why customers would choose to buy an Off-Exchange plan over an On-Exchange plan?

What's your most pressing question in regards to selling the HMO product?

Reflect on and rate the following:



Which words would you use to sum up this training module?