

Clover Health Sales and Marketing Events 2021



1. You represent Clover Health. Therefore, you agree to follow [CMS Medicare Communications and Marketing Guidelines \(MCMG\)](#) and the following Clover Health guidelines to ensure that we are always compliant.
2. CMS no longer requires that agents register marketing/sales events or appointments with them (Section 70.4.1 of MMG).
 - However, Clover Health still requires that all events and marketing activities, including virtual and online group meetings, are reported to the plan at least 10 business days prior to the event.
 - If you're not able to meet the requirement of 10 business days, please contact salesevents@cloverhealth.com to see if the timeframe for your event can be met.
 - All event requests must be submitted using the [Agent Event Form](#).
 - You will receive a response stating the determination of the request within 48–72 business hours. Please note: You may not conduct the event without an approval notice.
3. You must be certified and appointed before holding a Clover Health event.
4. You must provide 72-hour notice to the Clover Health team if you need to cancel. You should find coverage in case of an emergency or if you cannot make it to the event. Last-minute cancelations are not allowed.
5. You must have all needed Clover Health plan materials prior to the event and, during any Clover Health event, you must exclusively market and enroll eligibles in Clover Health products.
 - No competitors' plans may be promoted, nor may there be any marketing materials from Clover Health competitors presented or on display in the immediate selling area (for example, materials on the same table or electronic marketing content for virtual meetings).
6. All advertisements created or written by the agent must be approved by Clover Health and CMS.
 - Only materials prepared or approved by CMS and/or Clover Health may be used to promote and advertise events, such as personalized or editable flyers/brochures or electronic presentations. Please see the Clover Health [Broker Marketing Portal](#) for approved materials.

Your Clover Health Event

1. You must arrive and be ready at least 15 minutes earlier than the advertised event time and you must stay at the event for a minimum of 1 hour, with no exceptions. These rules apply to virtual events as well as in-person events.

2. Upon arrival at the event, you must introduce yourself to a manager or staff at the facility and make sure the staff acknowledges your presence.
3. You must be dressed in professional business attire.
 - Following local and state COVID-19 safety guidelines is a must. This may include wearing a mask or other face covering per local and state regulations.
4. You must have your ID with you at all times.
5. If you have to leave the event prior to the scheduled departure time, you must notify Clover Health and/or your upline (agency).
6. All Clover Health events are subject to secret shopping, by either Clover Health or CMS. You will not be notified if or when secret shopping occurs.

In the event that you violate any CMS or Clover Health events policy, you will be subject to disciplinary action.

Clover Health Event Team & Resources

Register events using the [Agent Event Form](#).

Order marketing materials through the Clover Health [Broker Marketing Portal](#).

For events-related questions, please use the contact information below.

Email: salesevents@cloverhealth.com

Broker Support

1-855-979-2236

Maria R. Martinez

1-551-222-9917

Angela Viviel

1-551-235-2991

For additional information, please visit the following links:

Clover Health: cloverhealth.com

CMS: [Medicare Marketing Guidelines](#)