

# CIGNA Medicare Services® Producer Update



**Product Year: 2010**  
**Producer Update: 03**

## Instructions for Linking Your Producer Website to CIGNA's Medicare Enrollment Website

Thank you for your interest in distributing CIGNA's individual Medicare products via your consumer-facing website. The purpose of this document is to provide instructions to producers regarding the placement of a link on your website to the CIGNA online enrollment website. This functionality will allow your clients to directly access the CIGNA website where they can compare plans, calculate savings, and enroll online. Naturally, commissions are attributed to you.

Included with these instructions are three files (in .jpg format) with graphics to be used as links to the CIGNA online enrollment website. The graphics look like this:



- Your webmaster should program one of these images to link to the following Uniform Resource Locator (URL):  
<https://cigna.destinationrx.com/plancompare/consumer/type1/2010/Util/agencyGateway.aspx?agentid=XXXXXXXX>  
Where XXXXXXXX = Your 8-digit CIGNA Medicare Agent\_ID  
The Agent\_ID allows CIGNA to know which Agent sold the business and to pay commissions appropriately. If you are unsure of what your Agent\_ID is, contact your upline hierarchy.
- Please ensure there is at least a ¼ inch spacing around this graphic on your web page. Do not modify the graphic in any way or combine it with another graphic.
- This link must also be set up in such a manner that it does not attempt to pull the CIGNA Medicare Rx site up within a window in the Agent site. The link must pull the CIGNA Medicare Rx window up as a single window—it will not function properly as a window-in-a-window arrangement.
- The page must also include a disclaimer that clearly indicates in which state(s) the product is available. CIGNA will not pay commissions for policies sold by unlicensed Agents. Examples of such disclaimers follow:  
*“The products and services included in this website are intended for residents of [List State(s)] only, and is neither an offer to sell insurance nor an advertisement of insurance in any place except [List State(s)].”*  
*“The products and services included in this website are not intended for residents of [List State(s)], and is neither an offer to sell insurance nor an advertisement of insurance in [List State(s)].”*

This link can be added to your Agent website on October 1, 2009. Your clients will not be able to Enroll immediately—as the Annual Enrollment Period does not begin until November 15<sup>th</sup>—but they will be able to Compare Plans and Calculate Savings they may realize with a CIGNA Medicare Plan.

CIGNA Medicare encourages you to visit the Plan Comparison and Enrollment Website in order to familiarize yourself with the consumer's experience on this site. The site will be available on October 1, 2009 from a link on our main page.

Visit [www.cignamedicare.com](http://www.cignamedicare.com) and click on “Producers”