

# AGENT ACTIVATION GUIDE

## Discover the Benefits of Village Medical

**Your client's well-being is of utmost importance to you – and to us.** When you recommend Village Medical to a client, you connect them to a primary care provider who delivers high-quality compassionate care with our patients' best interests at heart.

Our **Independent Insurance Advisor Program** offers varying levels of engagement from co-marketing opportunities to on-site clinic representation.

Opportunity	Clinic Advisor	Field Advisor
Plan development and support with co-sponsored campaigns	X	X
Co-sponsored events with providers (health expos, movie theater, Medicare 101s, T-65, DocTalks & more)	X	X
Agent platform access: Clinic maps, educational materials, events, editable materials you can customize and share and more	X	X
Agent onboarding and monthly meetings with leadership and clinical teams	X	X
Resources for your clients (blogs, videos, social media and more)	X	X
Consent to contact opportunities	X	X
Agent of Record protection	X	X
In-practice advisory office hours and promotion	X	
Host and attend on-site Clinic Lunch and Learns	X	

### Why Independent Insurance Agents Recommend Village Medical

We are committed to advancing the way healthcare is delivered by providing high-quality, coordinated care to all patients and working with all payors.

#### About Village Medical:

- Specialize in primary care for adults older than 60 **who will need to be informed about their Medicare options from you.**
- Create Stay Well Care Plans – a personalized health and wellness plan to help patients reach their goals and get well and stay well.
- This [coordinated care results](#) in better patient health outcomes, reduced healthcare costs and improved patient experience.

- Provide care when and where our patients need it.
  - In our practices, virtually, or even at home for patients who are eligible with our Village Medical at Home program
  - 24/7 access to care through our Village Medical App and a dedicated Call Us First Virtual Care Team
  - Same-day appointments available
- Special programs in care management through nurses and pharmacists for chronic conditions (diabetes, COPD, CHF and more).
- Accept Original Medicare and most Commercial and Medicare Advantage plans.

#### Performance Metrics – Stay Well Care Plan

Patients with appointments scheduled	70%+
Net Promoter Score (NPS)	Average 83
Access to same-day appointments*	95% of patients
Google My Business rating	Average 4.8/5 stars

*Stay Well Care Plan patients report high satisfaction scores, schedule their next appointment, and enjoy same-day access to care when they need it. \*Note: Patients access same-day care in-practice, virtually and via our App. Patients who request a specific provider, see them within 3 days.*

January – June 2025

#### About Village Medical at Home:

- A home-based practice for patients with high clinical needs. If a patient qualifies, Village Medical at Home will treat patients in the home to improve their quality of life while reducing hospitalizations and institutional care. This service is for Village Medical attributed patients who have high clinical needs and frailty.
- In-home services include chronic care management, acute care, hospital follow-up visits, wound care, patient education, coordination of home health services, hospice, medical equipment, laboratory, and diagnostics.
- For most insurance, a patient's copay/coinsurance for a home visit will be the same as an office visit.

#### Outcome Metrics: Benefits for Our Patients

Annual Wellness Visit (AWV) completion	91%
Net Promoter Score (NPS)	88
Visits per year (tier 4/most complex patients)	12.6

*In 2024, our Village Medical at Home program yielded 91% AWV completion, 88% NPS, and 12.6 visits per year for our most complex patients. Hospital admissions per 1,000 (ADK) was reduced by 31% after 6 months of enrollment, and advanced care planning increased by 11.5 percentage points after 6 months of enrollment.*



Scan to learn more about Village Medical and our locations or email us at [BrokerSupport@villagemedical.com](mailto:BrokerSupport@villagemedical.com).

