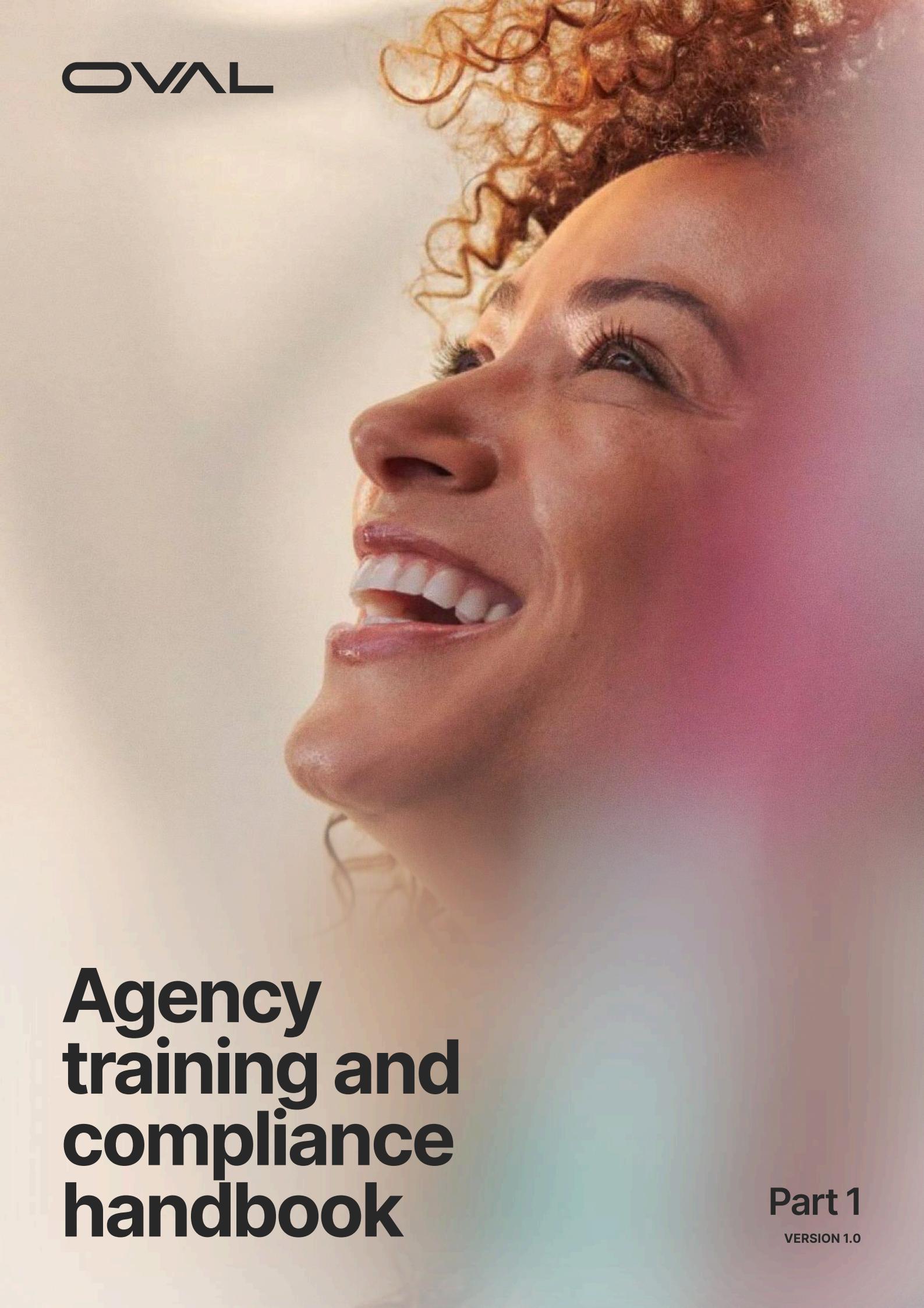


oval

A close-up, profile photograph of a woman's face. She has dark, curly hair and is looking upwards with her eyes closed and her mouth wide open, as if singing or shouting. Her expression is one of intense emotion. The background is a soft, out-of-focus gradient of warm colors.

Agency training and compliance handbook

Part 1
VERSION 1.0

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Introduction to OVAL and This Handbook

Welcome to the OVAL Partner Sales Program

1.1

This handbook serves as a formal welcome to all certified distributors, including health insurance agencies and licensed sales agents, joining the OVAL Partner Sales Program. The role of these partners is critical in broadening access to OVAL's high-quality, discreet, and science-backed tele-pharmacy services nationwide. The primary objective of this document is to provide a definitive guide for implementing effective, compliant, and ethical practices in the telephonic sale of OVAL memberships.

The directive to maximize sales performance, or "oversell," is understood within the context of strict adherence to established ethical and legal frameworks. This foundational principle ensures that the pursuit of sales targets is inextricably linked with rigorous compliance. The subsequent content of this handbook meticulously details actionable guidance that empowers agents to achieve robust sales performance while simultaneously ensuring rigorous adherence to all compliance requirements, thereby proactively mitigating legal, regulatory, and reputational risks associated with non-compliant sales practices.

Purpose and Scope of This Handbook

1.2

This handbook is an indispensable resource for comprehensive training, compliance adherence, and ongoing operational reference for all agencies and licensed sales professionals involved in the promotion and sale of OVAL. It delineates the exhaustive nature of the content, which encompasses detailed product information, approved sales strategies, mandatory compliance protocols, client engagement methodologies, and standardized operational procedures.

About OVAL: A LegitScript-Certified Tele-Pharmacy

1.3

OVAL is a LegitScript-certified, digital-first tele-pharmacy. This certification is a critical credential within the online pharmacy and telehealth sectors, signifying OVAL's adherence to stringent legal and ethical standards for digital healthcare providers, particularly concerning patient safety, privacy, and proper prescribing practices. For sales agents, understanding this certification is crucial as it builds immediate credibility and trust with prospective clients. Furthermore, it provides a compliant and factual talking point that differentiates OVAL from potentially unregulated entities, aligning with the directive to avoid claiming FDA or government endorsement for the company itself, while accurately stating that **OVAL works with LegitScript-certified partner pharmacies**.

OVAL delivers clinical treatment and facilitates prescription delivery exclusively through online platforms, utilizing licensed medical providers, with all medications shipped directly to patients in discreet packaging. Agents must be thoroughly educated on the significance of OVAL's LegitScript certification. This knowledge empowers them to leverage this credential as a credible indicator of trustworthiness and adherence to industry best practices, thereby strengthening their sales pitch while strictly maintaining compliance and managing client expectations accurately.

Key Care Categories Offered by OVAL

1.4

OVAL addresses several key care categories through its tele-pharmacy services. These include

♀ **Sexual Health** encompassing Erectile Dysfunction (ED) and Premature Ejaculation.

髢 Hair Loss.

❤️ **Anxiety** including Performance Anxiety.

🚧 **Skincare** such as Acne and Anti-aging treatments.

⚖️ **Weight Loss** specifically including GLP-1 medications.

The explicit listing of these categories, immediately followed by a "Special Compliance Section" dedicated specifically to GLP-1 and ED medications, highlights that while all service categories necessitate adherence to general compliance standards, GLP-1 and ED medications are subject to significantly higher regulatory scrutiny and carry a greater inherent risk of misuse, medical contradiction, and misrepresentation. This upfront categorization prepares agents for the heightened compliance demands associated with these specific treatments. The handbook's subsequent organization naturally transitions from general sales principles to a highly detailed and stringent set of compliance rules specifically for these identified high-risk categories, ensuring that agents are acutely aware of the elevated ethical and legal responsibilities when discussing or promoting these particular medications.

OVAL's Digital-First Care Delivery Model

1.5

OVAL's care is delivered exclusively online through a network of licensed medical providers, with prescribed medications shipped directly to patients in discreet packaging. **This digital model offers unparalleled convenience, enhanced privacy, and direct-to-door delivery**, which are key selling points that align seamlessly with modern consumer preferences.

The repeated emphasis on "discreet packaging" and the elimination of "awkward convos" highlights a significant value proposition for OVAL's target demographic, particularly for sensitive health categories. However, "discreet" must never imply a bypass of rigorous medical oversight or necessity. It refers to the privacy of the delivery and consultation process, not a reduction in medical rigor. This connection of a powerful sales benefit directly to the underlying compliant operational process ensures agents do not inadvertently misrepresent the level of medical scrutiny involved. Agents are encouraged to emphasize discretion as a compelling benefit, but they must consistently pair this with clear communication about the mandatory "approval by a licensed medical provider" and the fact that "medications are shipped by licensed, LegitScript-certified partner pharmacies". This ensures that privacy is promoted as a feature of a medically sound and compliant process, rather than a means to bypass it.

Sales Principles and Strategies

Understanding the OVAL Sales Concept

2.1

Analyzing Client Needs

2.1.1

The foundation of effective and ethical sales for OVAL begins with a thorough **understanding of the prospective client's specific health concerns, lifestyle, and underlying needs**, rather than immediately presenting product features. This approach facilitates a tailored sales pitch and aligns with patient-centric care principles.

In the context of selling healthcare services, "analyzing needs" transcends a mere sales technique; it is a critical compliance imperative. By genuinely understanding a client's health profile, agents can ensure that the OVAL membership and its associated treatments are genuinely appropriate and relevant to the client's stated concerns. This process significantly reduces the risk of mis-selling, inappropriate recommendations, or promoting services that are medically unsuitable for the individual. It also directly supports and reinforces the rule to avoid diagnosing or making medical claims, as **agents are gathering information to qualify suitability rather than making medical judgments**. Agents must receive comprehensive training on how to employ open-ended, empathetic questioning techniques to accurately identify client needs without overstepping their professional boundaries into diagnostic or medical advisory roles. This ensures the sales process commences on a compliant and ethical foundation.

OVAL's medications

Medication	Treatment Definition	Prospect Qualification
Sildenafil (generic Viagra)	PDE5 inhibitors are used to treat erectile dysfunction by increasing blood flow to the penis.	Men with diagnosed erectile dysfunction, typically over 18.
Tadalafil (generic Cialis)	Longer-acting PDE5 inhibitor used for erectile dysfunction and sometimes BPH.	Men with ED or benign prostatic hyperplasia, requiring daily or on-demand dosing.
Brand-name Cialis	Brand version of tadalafil, same clinical use but preferred by some for brand assurance.	Men prefer brands over generic or with insurance exclusive pricing.

OVAL's medications

Medication	Treatment Definition	Prospect Qualification
Sertraline	SSRI used for anxiety, depression, and premature ejaculation off-label.	Individuals experiencing premature ejaculation or mood disorders.
Oxytocin Nasal	Hormone nasal spray studied for sexual bonding and arousal effects.	Patients with sexual intimacy issues; may be experimental.
Methlyene Blue	Nootropic with potential cognitive and mitochondrial support benefits.	Used off-label for performance enhancement; typically evaluated case-by-case.
Rapamycin	Immunosuppressant investigated for longevity and anti-aging.	Health-conscious individuals under longevity protocols; off-label use.
Propranolol	Beta-blocker for performance anxiety and hypertension.	Patients with situational anxiety or stage fright.
Minoxidil	Topical vasodilator used for androgenic alopecia (hair thinning).	Men and women with hereditary hair loss.
Finasteride	5-alpha reductase inhibitor used to block DHT and prevent hair loss.	Men with male-pattern baldness.
Biotin supplements	Vitamin B7 supplement that supports hair and nail health.	Patients with biotin deficiency or mild hair thinning.
Oral contraceptives	Hormonal pills prevent ovulation and regulate menstruation.	Women seeking contraception or hormone regulation.
Levonorgestrel (Plan B)	Emergency contraceptive that prevents ovulation if taken within 72 hours.	Women seeking post-intercourse pregnancy prevention.
Valacyclovir	Antiviral medication used to treat herpes simplex outbreaks.	Individuals with recurrent herpes (oral or genital).
Sprintec	Combination oral contraceptive containing ethinyl estradiol and norgestimate.	Women needing contraception or cycle regulation.

OVAL's medications

Medication	Treatment Definition	Prospect Qualification
Tretinoin	Vitamin A derivative used for acne and anti-aging skin care.	Adults with acne, sun damage, or fine wrinkles.
Custom night creams	Formulated topicals targeting acne, pigmentation, or signs of aging.	Adults with personalized dermatologic concerns.
Metformin XR 500	Extended-release antidiabetic sometimes used for PCOS or acne.	Insulin-resistant individuals or off-label PCOS cases.
Sermorelin	GHRH analog to stimulate growth hormone; used in anti-aging therapy.	Adults with GH deficiency or in age management programs.
Escitalopram (Lexapro)	SSRI used for depression and generalized anxiety disorder.	Adults with diagnosed anxiety or depression.
Sertraline (Zoloft)	SSRI is used for anxiety, depression, and OCD.	Individuals with mood or anxiety disorders.
Fluoxetine (Prozac)	SSRI commonly prescribed for depression and OCD.	Patients with depressive disorders or OCD.
Citalopram (Celexa)	SSRI prescribed for depression and panic disorders.	Adults with mood or panic-related symptoms.
Venlafaxine (Effexor XR)	SNRI is used for major depression and generalized anxiety.	Adults with treatment-resistant depression or GAD.
Bupropion (Wellbutrin)	NDRI is used for depression, smoking cessation, and energy/motivation support.	Patients with low energy, depression, or quitting nicotine.
Buspirone	Anti-anxiety agent with low sedation and no dependency risk.	Patients with mild-to-moderate anxiety disorders.
Ozempic (semaglutide)	GLP-1 agonist for type 2 diabetes and weight management.	Adults with obesity or type 2 diabetes.
Wegovy (semaglutide)	FDA-approved GLP-1 for chronic weight management.	Adults with BMI ≥ 30 or ≥ 27 with comorbidities.

OVAL's medications

Medication	Treatment Definition	Prospect Qualification
Mounjaro (tirzepatide)	Dual GIP/GLP-1 agonist for diabetes and obesity.	Adults with diabetes or high BMI under clinical guidance.
Zepbound (tirzepatide)	Brand-name tirzepatide for weight loss.	Obese adults or those in medically managed weight programs.
Generic compounded versions	Custom-blended GLP-1s; more affordable but not FDA-approved.	Patients looking for affordable alternatives, informed of off-label status.
Oral weight loss kits	Custom oral blends for appetite suppression and metabolism boost.	Overweight adults seeking non-injectable weight loss aid.
Testosterone Cream	Topical testosterone for male hormone replacement therapy.	Men with clinically low testosterone levels.
Testosterone Cypionate	Injectable testosterone with longer duration.	Men undergoing TRT with physician monitoring.
Enclomiphene	SERM used to stimulate natural testosterone production.	Men with secondary hypogonadism seeking fertility-preserving alternatives.

The OVAL Sales Pitch

2.1.2

Agents will utilize the precise "Quick Oval Pitch" script, designed for clarity, impact, and compliance. Key elements to be emphasized include OVAL's identity as a modern telehealth company, the provision of real, doctor-approved prescriptions, the convenience of direct and discreet shipping, and the absence of traditional waiting rooms or awkward in-person consultations. The pitch instructs agents on how to effectively position the OVAL membership as a unique opportunity to secure access to transformative treatment options, **often at a significantly reduced cost compared to traditional out-of-pocket expenses, thereby "locking in" a membership and discount level.**

The closing line, "Trust me, you're going to want this," while designed for persuasive impact, requires careful delivery to avoid crossing into undue pressure, manipulation, or misrepresentation. This is a critical compliance challenge, given the explicit instruction to avoid pressuring customers into higher-tier plans. The emphasis must be on confidence in the product's value, not coercion. Agents will require specific training on the nuanced delivery of this sales pitch, ensuring they convey genuine enthusiasm and conviction regarding OVAL's benefits, while always respecting client autonomy and strictly avoiding any language or tone that could be perceived as manipulative or coercive, or that violates the anti-pressure guidelines. This balance is crucial for achieving sales targets compliantly.

Asking for Referrals

2.1.3

The strategic practice of soliciting referrals is integrated at multiple, opportune junctures throughout the client engagement lifecycle: explicitly during the initial sales pitch, immediately following the broker-assisted application process, and as a standard component of the comprehensive client onboarding steps.

The consistent practice of asking for referrals across various stages of the client journey serves as a powerful, implicit indicator of client satisfaction and the overall quality of the sales and onboarding experience. **A client willing to provide a referral is likely highly satisfied**, which often correlates with a compliant, transparent, and positive interaction. Conversely, a low referral rate could signal underlying issues with the sales process, product delivery, or unmet expectations, warranting further investigation from a compliance standpoint. **This practice aligns with the broader goal of retaining clients longer by fostering positive relationships.** Agents should view referral requests not only as a direct sales opportunity but also as a continuous, informal feedback mechanism. This encourages them to consistently deliver exceptional service and adhere to compliance guidelines, knowing that client satisfaction directly translates into future business growth and reinforces OVAL's reputation.

Effective Pre-Qualifying Practices

2.2

Required Pre-Qualifying Script Elements

2.2.1

Agents will utilize the precise "Quick Pre-Qual Script" to initiate client conversations:

"Hey [Name],
let me ask you something real quick. Are you currently taking—or have you ever considered treatment for—things like weight management, hair loss, anxiety, or sexual performance issues?".

This will be followed by a critical qualifying question:

"If yes:** "Perfect. And you're over 18, living in the U.S., and not on any major supervised treatment plans, correct?".

Upon affirmative responses, agents will confirm suitability with: **"Awesome. You're a great fit for Oval!"**

Pro Tip for Sales Reps:

If a customer mentions fatigue, low libido, mood swings, stubborn weight gain, hair loss, or confidence issues—these may be signs they're a candidate for one or more treatments with Oval.

Sell ethically. Sell clearly. Match people with what helps them thrive.

For additional support or product updates, contact: agents@ovalcare.com

Best Practices for Initial Client Engagement

2.2.2

It is mandatory to always confirm the prospective **customer's age (18 years or older) and U.S. residency** at the outset of the interaction. Agents must inquire if the customer has any existing medical conditions or is currently under medical supervision, using open-ended questions such as "**What brought you to consider treatment for X?**" to elicit detailed, relevant information. A strict prohibition is enforced against diagnosing medical conditions or making any medical claims. **The agent's role is explicitly defined as explaining OVAL's benefits and services, not providing medical advice or assessments.**

The pre-qualifying script and best practices serve two paramount functions beyond mere sales lead identification. First, they act as an eligibility filter. The explicit questions regarding age (18+), U.S. residency, and absence of "major supervised treatment plans" are non-negotiable criteria for OVAL's service model. These act as fundamental filters to ensure that only eligible individuals proceed, thereby preventing the enrollment of individuals for whom OVAL's services may be inappropriate or even harmful, which is a significant compliance and safety concern. Second, they serve as a compliance guardrail. The strict instruction to avoid diagnosing or making medical claims is a critical safeguard, preventing agents from engaging in the unauthorized practice of medicine, a severe legal and ethical violation. By asking about "existing medical conditions," agents gather essential preliminary information that flags potential contraindications or complex cases, which must then be appropriately deferred to a licensed medical provider for assessment, reinforcing the compliant workflow. Agents must undergo rigorous and continuous training on these pre-qualification questions and their underlying compliance rationale. This training enables them to effectively and compliantly filter out ineligible or high-risk clients, ensuring that OVAL's services are offered only to appropriate individuals and that agents never overstep their defined roles.

OVAL Membership Tiers:

2.3

Guiding Clients to the Right Plan

2.3.1

A detailed overview of each OVAL membership tier enables agents to effectively guide clients to the most suitable plan based on their individual needs.

Detailed breakdown of the benefits offered across
Oval's membership tiers, with their subsequent mapping:



Foundational tier



Exclusive tier



Premium tier

Membership Tiers & Their Benefits



This is the foundational tier, providing essential access to Oval's streamlined healthcare experience.

● Access to the Oval experience

This core benefit means you can engage with Oval's modern, online, and comfortable platform. It allows you to utilize their full-stack digital health services, including telemedicine and pharmacy fulfillment, all designed for on-demand and personalized care.

● Plan personalization with OvalAI

This benefit leverages Oval's artificial intelligence to create intelligent and personalized membership plans tailored to your specific health needs and preferences.

● Telemedicine/Telepharmacy

This benefit allows you to conduct online assessments and receive provider diagnoses remotely. Medical professionals review your information and provide personalized treatment plans via messaging. You can consult with doctors and manage your prescriptions digitally, eliminating the need for in-person visits.

● 24/7 Support

This provides continuous access to ongoing support, including regular check-ins, necessary medication adjustments, and direct messaging with your healthcare provider around the clock.

● Free discreet shipping

If a prescription is provided, your treatment will be shipped directly to your door at no additional cost, ensuring convenience and privacy.

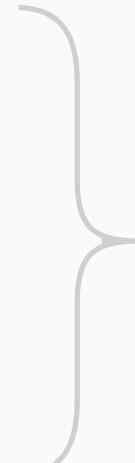
● GLP-1 consultation & assessment

This benefit includes provider consultation that tailors your weight loss goals by pairing prescription medication with coaching and care. This includes health assessments, medical review, GLP-1 prescription (if appropriate) and ongoing support.

Membership Tiers & Their Benefits



This tier expands exclusive pricing to include a broader range of oral medications, hair loss, ED medications and standard therapy prescriptions.

- Access to the Oval experience
 - Plan personalization with OvalAI
 - Telemedicine / Tele pharmacy.
 - 24/7 Support.
 - Free discreet shipping.
 - Hair loss, ED & standard therapy prescription exclusive pricing:
- 
- BENEFIT OF
OVAL ACCESS

● Oral medication prescription exclusive pricing

This benefit extends exclusive pricing to a variety of oral medications, including those for mental health and weight management, such as metformin, bupropion, topiramate, and vitamin B12.

Membership Tiers & Their Benefits



This is the premium tier, offering the most comprehensive suite of benefits, including specialized treatments and exclusive perks.

- Access to the Oval experience.
- Plan personalization with OvalAI.
- Telemedicine / Tele pharmacy.
- 24/7 Support.
- Free discreet shipping.
- Hair loss, ED & standard therapy prescription exclusive pricing.
- Oral medication prescription exclusive pricing
- GLP-1 Injections exclusive pricing



This includes exclusive pricing for advanced weight-loss medications administered via injection, such as Wegovy, Ozempic, and Mounjaro. This aligns with Oval's focus on comprehensive weight management solutions.

● VIP Perks & Concierge

This exclusive benefit provides full suite access, including specialized weight-loss and performance treatments, along with premium VIP perks and dedicated concierge support for a truly elevated healthcare experience.

Membership Tiers

Medication	ACCESS	ONE	PLUS
Access to the Oval experience	✓	✓	✓
Telemedicine/Telepharmacy	✓	✓	✓
Free discreet shipping	✓	✓	✓
GLP-1 consultation & health assessment	✓	✓	✓
24/7 Support	✓	✓	✓
Plan personalization with OvalAI	✓	✓	✓
Hair loss, ED & standard therapy prescription exclusive pricing		✓	✓
Oral medication prescription exclusive pricing		✓	✓
GLP-1 Injections exclusive pricing			✓
VIP Perks & Concierge			✓

Agents are explicitly instructed to guide customers through tier selection based on a comprehensive assessment of their health goals, budgetary considerations, and anticipated frequency of care, strictly adhering to the principle of avoiding undue pressure tactics to steer clients towards higher-tier plans. This directive directly serves as a countermeasure to the rule against pressuring customers into higher-tier plans. It emphasizes a client-centric, consultative sales approach that prioritizes the client's genuine needs and suitability over the immediate maximization of revenue. Adhering to this principle is crucial for fostering long-term client satisfaction, building trust, and significantly reducing the likelihood of mis-selling complaints, which carry both reputational and regulatory risks. Agents must demonstrate a high level of proficiency in understanding and interpreting client needs. Their training focuses on effectively matching these needs to the appropriate OVAL membership tier through transparent and informative dialogue, rather than employing aggressive upsell tactics. This ensures ethical sales practices and contributes to higher client retention rates.