

Growing your business?

The 2019 AEP Medicare Marketing Studio can help.

aetna

aetnamedicare.com

Building your business?



Register

Signing up for the Studio is as easy as 1-2-3. Three steps and you're in.



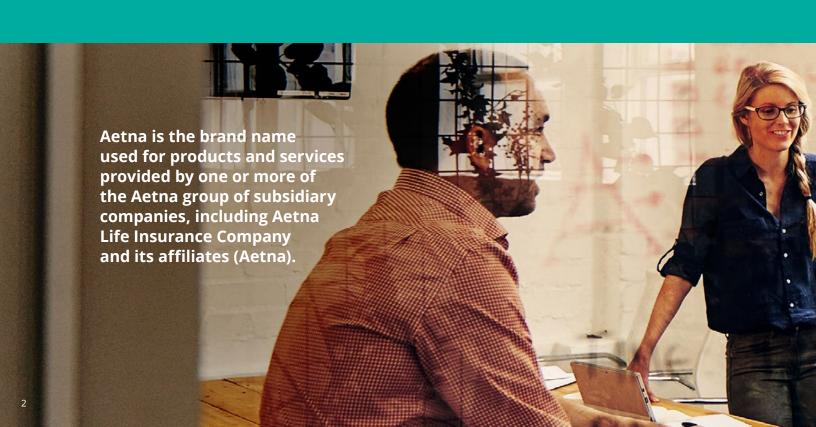
Realize

You can check out some of our top-performing communications and see a full list of materials ready for you to use.



Relax

Wherever you are on your selling journey, you can breathe easy. We have the materials and tools to support you along the way.



We've got you covered.

What it is

A customizable Medicare marketing print portal that provides CMS compliant, state & county specific marketing solutions to help drive new membership and retain existing membership.

The Studio is easy to navigate and available to you 24/7. It contains direct mail, flyers, posters, signs and more — all designed to help you attract prospects and gain and keep your clients.

How it can help you

- Order marketing materials for print, mail or download
- Customize documents with your contact details
- Upload your own data list or buy one directly on the site to mail to your target audience
- You can download marketing pieces for free. Or you can have them printed and shipped at competitive rates
- Search for materials by state, county or even where you are in the selling season



Registering that's really as easy as 1-2-3



Register

Start here

Complete these three, easy steps to get marketing materials at your fingertips.

Step 1: Check your email



You'll get a welcome email as soon as you become ready-to-sell from us with the details you need to create your account.



Step 2: Create your account



With the email details in hand, visit www.aetnahub.com/mms to create your account. You'll register as a new user using your National Producer Number as your user name.

You can choose any password you'd like.

Step 3: Update your profile



All the customized materials will automatically fill in your name and contact information the first time you log in to the Studio. You'll want to make sure that you update your profile with any changes.

Part of an agency? Include your agency name on your profile, too. You'll be able to choose whether you want to show your agent name or agency name on materials.



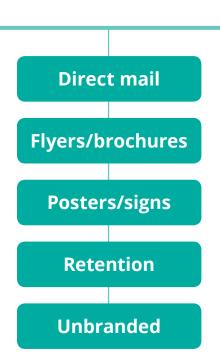
Realize

One-stop shop for all the materials you need

You may have something in mind. Or maybe you just want to see what we offer. Whatever your story, we know we have something for you. Take a look at some of our sample materials to see how we can help make communicating with your prospects and clients much easier.

And there's more. You can find a full catalog of materials **here**.

To see a full list of PDP and MAPD marketing materials, you'll need to complete our certification process, including our Medicare Advantage modules.



For help, visit our certification website at http://aetna.cmpsystem.com/ext/ahip/login.php.





This is where your details will appear. That way, your prospects know who to reach for their enrollment needs. No need to do the research, the writing or the design. These materials are ready to go — with your name on them.



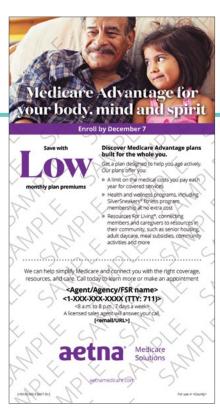
Flyers/brochures

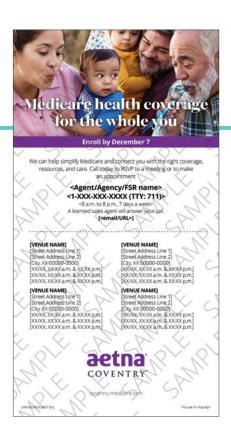
Posters/signs

Retention

Unbranded









You can download marketing pieces for free. Or you can have them printed and shipped at competitive rates. Just upload your own data list or buy one directly from the site to mail to your target audience.

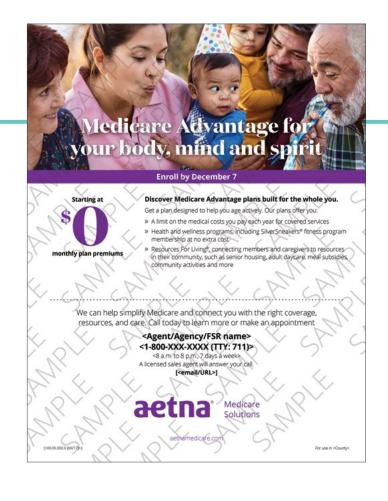
Flyers/ brochures

Direct mail

Posters/signs

Retention

Unbranded





Medicare health coverage for the whole you **Enroll by December 7**

Discover a total approach to your health and wellness.

Come to a sales meeting near you. Local Coventry representatives will go over your options and answer your questions. Get a plan designed to help you age actively. Our plans offer you:

- » A limit on the medical costs you pay each year for covered services
- » Health and wellness programs, including SilverSneakers fitness program membership at no extra cost
- Resources For Living®, connecting members and caregivers to resources in their community, such as senior housing adult daycare, meal subsidies community activities and more

We can help simplify Medicare and connect you with the right coverage, resources, and care. Call today to RSVP to a meeting or to make an appointment

<Agent/Agency/FSR name> <1-XXX-XXX-XXXX (TTY: 711)>

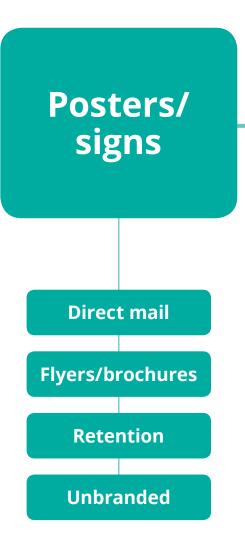
sales agent will ans
[<email/URL>]

[VENUE NAME]

[VENUE NAME] [Street Address Line 1] [Street Address Line 2] [City.XXX 00000-0000] [XXXXXX XXXX a.m. & XXXXX p.m.] [XXXXX, XXXX a.m. & XXXX p.m.] [XXXXX, XXXX a.m. & XXXX p.m.]

[VENUE NAME]

Hosting a sales event? You can order marketing pieces for print or download. And you can buy materials in bulk at a lower price.



Attract new customers by showcasing posters and signs at your events. Again, these pieces are available for free download. Or you can buy printed versions in bulk at a lower price.



Health and drug coverage in

One simple plan

Enroll in a plan that works for you

Thinking of changing plans? If your current coverage isn't meeting your needs, we can help you find a plan that works for you. With new Medicare plans in your area, why wait? Don't wait, enrollment ends December 7. Benefits include:

- »A limit on the medical costs you pay each year
- PPO/HMO plans with low monthly plan premiums with no annual deductible
- A credit up to \$900 annually to your Medicare Part B premium
- » Health and prescription drug coverage in one simple plan
- PPO plan that gives you the freedom to see providers both in and out of network including when you travel in the U.S.
- »Gap coverage for Tiers 1 & 2 preferred generic drugs

Call today to schedule a home appointment.

<Agent/Agency/FSR name>
<1-XXX-XXX-XXXX (TTY: 711)>

<8 a.m. to 8 p.m., 7 days a week> A licensed sales agent will answer your call. [<email/URL>]

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Medicare Solutions

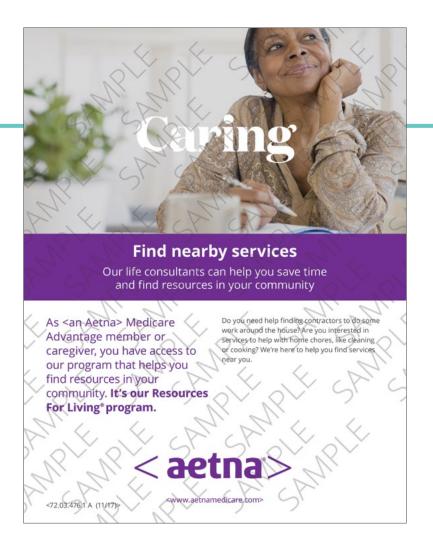
aetnamedicare.com

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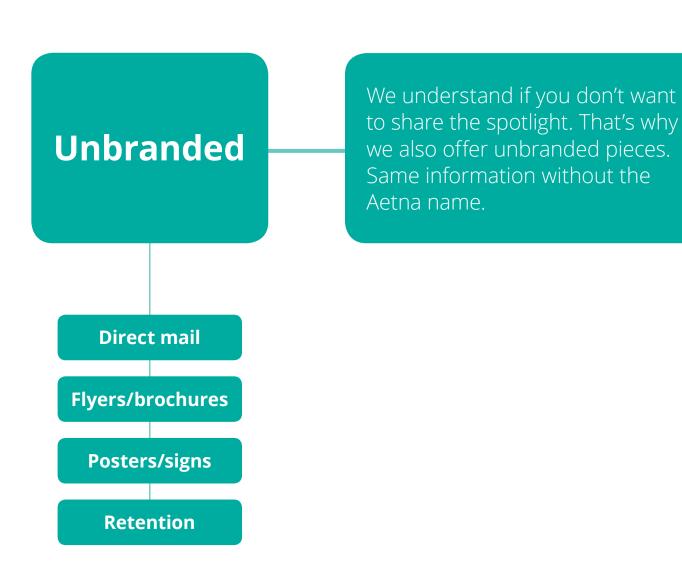
Direct mail Flyers/brochures Posters/signs

Unbranded





You've gained, and now it's time to retain.
Keep those customers loyal by tapping into
our retention communications. Thank them
for their business. Remind them of your stellar
service. That way, they'll continue to choose
you, again and again.





By your side—every step of the way



Year-round materials to match your sales season

You can breathe a sigh of relief. Your job just got way easier.

Age-in

We understand the challenges you face and the needs you have as you navigate the sales season. Prior to the annual enrollment period (AEP), you need a solution for educating your clients about Medicare. We have that. During the AEP, you need a way to express urgency in choosing and enrolling in a health plan. We have that, too.

The Studio has materials and tools to support you during all stages:

- Certification (July)
- Aetna contracting (August/September)
- Lead generation, like newspaper ads and materials to support sales events (October)
- Sales (October 15 December)
- Commission/busy active selling (January)
- Medicare age-in selling (year round)



Customizable Options





Features:

- Choose from a library of images
- Premium graphics based on the plans in your selling area
- Meeting and Appointment options based on your profile
- Multi-language materials with images tied to the language,

Choose photo options

Select the photo that best meets your needs for your market.

















[VENUE NAME]

[Street Address Line 1] [Street Address Line 2] [City, XX 00000-0000] [XX/XX, XX:XX a.m. & XX:XX p.m.] [XX/XX, XX:XX a.m. & XX:XX p.m.] [XX/XX, XX:XX a.m. & XX:XX p.m.]

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Meeting and Appointment options based on your profile

Premium graphics based on the plans available in your selling area.

Starting at monthly plan premiums



Health and drug coverage in

simple plan





Up to 9 languages available on select products

Some materials will be translated in one or more languages. Check the Medicare Marketing Studio to identify which languages are available for a specific product.

Overview of AEP 2019 Materials

Lead generation

Aetna, Coventry, Innovation Health, multiple languages

- Flyers
 - » Meeting invitation
 - » Call for appointment
- Postcards
 - » Meeting invitation
 - » Call for appointment

Unbranded lead generation

- Flyers
 - » Call for appointment
- Postcards
 - » Call for appointment

PPO lead generation

Aetna, Coventry, Allina

- Flyers
 - » Meeting invitation
 - » Call for appointment
- Postcards
 - » Meeting invitation
 - » Call for appointment

PDP lead generation

- Flyers
 - » Meeting invitation
 - » Call for appointment
- Postcards
 - » Meeting invitation
 - » Call for appointment

Giveback lead generation

- Flyers
 - » Meeting invitation
 - » Call for appointment

Lead generation

One-sided flyer

Market disruption

- Flyers and postcards
 - » Shrinking competitor network
 - » Rising competitor premiums
 - » New provider in our network
 - » Multi-state provider network
 - » Our legacy

ABCDs of Medicare

Aetna, Coventry, Innovation Health, Allina, multiple languages

• Flyer

Travel Advantage

Flyer

OTC

• Flyer

Resources For Living

Flyer

BenefitsCheckUp

• Flyer

Newspaper ads

Aetna, Coventry, Innovation Health, Allina

- Midsize
- Small

Retention

Aetna, Coventry, Innovation Health

- Postcards
 - » Meeting invitation
 - » Call for appointment
 - » Thank you
- Service flyers
 - » SilverSneakers
 - » Resources For Living
 - » Flu Shot
 - » BenefitsCheckUp
 - » Diabetes Supplies
 - » Home Health Assessment

DSNP

- Brochure
- Postcard
- Flyer

Signs, posters, and banners

Agent recruitment

Postcards

Need help?



Help

- For questions or technical support, just email aetna_commhub@theygsgroup.com. Or you can just reach out to your local Aetna Medicare broker manager.
- For a 10-minute step-by-step video tour of the site, visit www.aetnahub.com/mms and click the "Training Video" button on the home page.
- For general questions, visit www.aetnahub.com/mms and click the "Help" menu to check out our Quick Start Guide.



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