



Rejoice

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.

Aetna is the brand name used for products and services provided by one or more of the Aetna group of subsidiary companies, including Aetna Life Insurance Company and its affiliates (Aetna).

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.

Custom materials are just a click away



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.

Direct mail

Flyers/brochures

Posters/signs

Retention

Unbranded

For help, visit our certification website at [**http://aetna.cmpsystm.com/ext/ahip/login.php**](http://aetna.cmpsystm.com/ext/ahip/login.php).



Medicare Advantage for your body, mind and spirit

Enroll by December 7

Starting at

\$**0**

monthly plan premiums

Discover Medicare Advantage plans built for the whole you.

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 learn more or make an 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>]



aetna® Medicare Solutions

aetnamedicare.com

[<0000000000(00177)>] For use in <Country>

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.

Custom materials are just a click away

Direct mail

Flyers/brochures

Posters/signs

Retention

Unbranded





Medicare health coverage for the whole you

Enroll by December 7

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

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

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

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

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



coventry-medicare.com

[XXX-XXX-XXXX] For use in [County]

Save with

Low

monthly plan premiums

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.



<Name/Agency>
<Street Address Line 1>
<Street Address Line 2>
<City, XX 00000-0000>

This is an advertisement.

<Name/Agency>
<Street Address Line 1>
<Street Address Line 2>
<City, XX 00000-0000>

<mailing barcode>



Aetna Medicare is a PDP, HMO, PPO plan with a Medicare contract. Our SNPs also have contracts with State Medicaid programs. Enrollment in our plans depends on contract renewal. Our dual-eligible Special Needs Plan is available to anyone who has both Medical Assistance from the state and Medicare. See Evidence of Coverage for a complete description of plan benefits, exclusions, limitations and conditions of coverage. Plan features and availability may vary by service area. This information is not a complete description of benefits. Contact the plan for more information. Limitations, copayments, and restrictions may apply. Benefits, premium and/or co-payments/co-insurance may change on January 1 of each year. Premiums, co-pays, co-insurance, and deductibles may vary based on the level of Extra Help you receive. Please contact the plan for further details. You must continue to pay your Medicare Part B premium. The Part B premium is covered for full-dual members.

©2018 Aetna Inc. XXXX-XXX-XXX-FINAL-XXXX Accepted 00/00/00

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.

Custom materials are just a click away

Flyers/ brochures

Direct mail

Posters/signs

Retention

Unbranded



The advertisement features a purple header with white text. The main headline reads "Medicare health coverage for the whole you". Below it, a dark blue banner contains the text "Enroll by December 7". The body of the ad has a light gray background with faint, repeating diagonal watermarks that say "SAMPLE". On the left side, there is a large graphic of a dollar sign followed by a bold letter "O", with the text "Starting at monthly plan premiums" underneath. To the right of this graphic, the heading "Discover a total approach to your health and wellness." is followed by a paragraph about local Coventry representatives and a bulleted list of three benefits: a limit on medical costs, health and wellness programs like SilverSneakers, and Resources For Living® connecting members to community resources. A horizontal dotted line separates this section from the next. The second section begins with the sentence "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". This is followed by contact information for an Agent/Agency/FSR name, a phone number <1-XXX-XXX-XXXX>, hours of operation (<8 a.m. to 8 p.m., 7 days a week>), and email/web instructions. Below this are three identical columns for agent information, each starting with "[VENUE NAME]" followed by address lines and phone numbers. At the bottom center is the Aetna Coventry logo, consisting of the word "aetna" in lowercase and "COVENTRY" in uppercase. Below the logo is the website "coventry-medicare.com". In the bottom left corner is a small reference code "[00000XXXXX(007)73]", and in the bottom right corner is the phrase "For use in <Country>".

Medicare health coverage for the whole you

Enroll by December 7

Starting at

monthly plan premiums

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)>

<8 a.m. to 8 p.m., 7 days a week>

A licensed sales agent will answer your call.

[<email/URL>]

[VENUE NAME]

[Street Address Line 1]

[Street Address Line 2]

[City, XX 00000-0000]

[po/xx, xxxxx a.m. & xxxxx p.m.]

[po/xx, xxxxx a.m. & xxxxx p.m.]

[po/xx, xxxxx a.m. & xxxxx p.m.]

[VENUE NAME]

[Street Address Line 1]

[Street Address Line 2]

[City, xx 00000-0000]

[po/xx, xxxxx a.m. & xxxxx p.m.]

[po/xx, xxxxx a.m. & xxxxx p.m.]

[po/xx, xxxxx a.m. & xxxxx p.m.]

[VENUE NAME]

[Street Address Line 1]

[Street Address Line 2]

[City, xx 00000-0000]

[po/xx, xxxxx a.m. & xxxxx p.m.]

[po/xx, xxxxx a.m. & xxxxx p.m.]

[po/xx, xxxxx a.m. & xxxxx p.m.]

aetna[®]
COVENTRY[®]

coventry-medicare.com

[00000XXXXX(007)73]

For use in <Country>

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

Custom materials are just a click away

Posters/ signs

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.

Direct mail

Flyers/brochures

Retention

Unbranded



**Spend more on life and less
on your plan premium**

Enroll by December 7

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>]

aetna[®] Medicare Solutions

aetnamedicare.com

[illegible]

Custom materials are just a click away

Retention

Direct mail

Flyers/brochures

Posters/signs

Unbranded

Caring

Find nearby services
Our life consultants can help you save time and find resources in your community

As <an Aetna> Medicare Advantage member or caregiver, you have access to our program that helps you find resources in your community. **It's our Resources For Living® program.**

Do you need help finding contractors to do some work around the house? Are you interested in services to help with home chores, like cleaning or cooking? We're here to help you find services near you.

< aetna >

<72.03.476.1 A (11/17)> www.aetnamedicare.com



Together, we can review your Medicare plan
Now is when you can get the Medicare information you need

It's time to review your Medicare health plan coverage. Find out what's new for 2018. Don't miss this opportunity to review your plan and get answers to your questions.

<Agent Name>
Call <phone number>.
Calling this number will direct you to a sales representative.
<8:00 a.m. – 8:00 p.m. ET, Mon. – Fri.>
<Agent email address>

aetna
www.aetnamedicare.com

18.38.792.1-A (7/17)

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.

Custom materials are just a click away

Unbranded

We understand if you don't want to share the spotlight. That's why we also offer unbranded pieces. Same information without the Aetna name.

Direct mail

Flyers/brochures

Posters/signs

Retention



Considering a new Medicare plan?

Enroll by December 7

Save with
Low
monthly plan premiums

I can help. Call me to get answers.
Shop now and compare your coverage options. I can help connect you to the right coverage, resources, and care.
Enroll for coverage that starts 1/1/2019. With low monthly plan premiums, don't wait.

.....

Contact me today with any questions and to get more information about the choices you have.

<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>]

[<XXXXXXXX (0017)>]

For use in <County>

By your side—every step of the way



Relax

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)

Education

**Lead
generation**

**Open
enrollment**



Customizable Options



Medicare Advantage for your body, mind and spirit

Enroll by December 7

Starting at **\$0** monthly plan premiums

Discover Medicare Advantage plans built for the whole you.
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 learn more or make an appointment

<Agent/Agency/FSR name>
<1-800-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>]

aetna Medicare Solutions
aetnamedicare.com

(800)XXX-XXXX (TTY: 711) For use in: <County>



Medicare health coverage for the whole you

Enroll by December 7

Save with **Low** monthly plan premiums

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>
<1-800-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>]

[VENUE NAME]	[VENUE NAME]	[VENUE NAME]
[Street Address Line 1]	[Street Address Line 1]	[Street Address Line 1]
[Street Address Line 2]	[Street Address Line 2]	[Street Address Line 2]
[City, state ZIP+4]	[City, state ZIP+4]	[City, state ZIP+4]
[Phone number]	[Phone number]	[Phone number]
[Operating hours]	[Operating hours]	[Operating hours]

aetna COVENTRY
coventry-medicare.com

(800)XXX-XXXX For use in: <County>

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.]

[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.]

[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.]

[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.]

Meeting and Appointment options based on your profile

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

Starting at

\$0

monthly plan premiums

Save with

Low

monthly plan premiums

Health and drug coverage in

One

simple plan

your body,

Enro

Starting at

\$0

monthly plan premiums

Discover

Get a plan

» A limit o

» Health a

member

» Resourc

in their

commu

We can help simplify Medica

resources, and care. Call too

<Agent

Quý vị sắp sang tuổi 65 và cần

Coventry Medi

Quý vị sắp sang tuổi 65 và cần

Coventry Medi

Quý vị sắp sang tuổi 65 và cần

Coventry Medi

您是否将满 65 岁，需要 Medicare 帮助？

Aetna Medicare

每月保费 \$0 起

Aetna Medicare

每月保费 \$0 起

Aetna Medicare

每月保费 \$0 起

plir 65 años y necesita

con Medicare?

entry Medicare

plir 65 años y necesita

con Medicare?

entry Medicare

plir 65 años y necesita

con Medicare?

entry Medicare

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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