

2019 AEP

Strategy guide



Humana®

Compliance Matters:

Download each time you use! Because required disclaimers change from time to time, be sure you have the most recent version.

Due to required anti-discrimination disclaimer, our flyers and letters are now 2-sided.



Ignite Your Sales

Humana is pleased to provide our agents with a comprehensive new suite of hundreds of pre-approved marketing materials to help grow and retain your book of business. Humana is offering agents materials designed to engage and motivate consumers to choose a Humana plan that meets their needs.

These campaign materials emphasize the tremendous value that a local agent relationship offers to Medicare eligibles who are making insurance decisions. The pre-approved prospecting tools include letters, postcards, mailers, flyers, ads and banner ads.

Throughout this catalog we feature best practices for using the various marketing materials. These guidelines will help you determine how, when and to whom to send marketing materials.

We hope Humana's many excellent plan options and the marketing best practices and tools we're providing help you have the best enrollment period ever!

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How to Use the Marketing Resource Center

All of these marketing materials, including banner ads, can be personalized in Humana’s Marketing Resource Center with your name, company address, phone number, email, web address, your professional photo and agency logo.

- Due to CMS regulations, only the bracketed content in these materials may be altered. No additional information may be added or substituted.
- After signing in to Vantage through **Humana.com**, click “Marketing Resource Center” on the Sales & Marketing card. This will take you directly to the Marketing Resource Center.
 - Scroll down and click on the “Medicare” box.
 - Materials are categorized by type, such as \$0 Premium and Age-in/New to Medicare.
 - You can use the check boxes in the left column to narrow your results, such as selecting a specific document type, like “Flyer.”
 - After selecting category, click on your agent category — Delegated External or Humana-Employed Career.
 - Or enter a document number or name into the search box at the top right.
 - If you’ve never used the Marketing Resource Center before, click on the “Quick Start Guide” on the home page in the “Support” box.
- You will see only the materials relevant to your certifications.
- After customizing, you will download your personalized materials or email them to yourself so that you may print at your local printer or email ads to media outlets.

The AEP materials are only for use between October 1 – December 7. Dissemination or mailing of these materials before October 1 or after December 7 is prohibited by the Centers for Medicare & Medicaid Services (CMS) and the agent’s contract with Humana.

Campaigns

- MAPD “\$0 Premium”
- MAPD “More Benefits”
- Special Needs Plans, and more!
- MAPD “Savings”
- Member Engagement

Campaign elements

- Letter
- Flyer
- 5" x 5" - 8" x 8" small ads
- Grassroots*
- Postcard
- Large Newspaper ad
- Online banner ads

We recommend interspersing the messages throughout the selling season to optimize your likelihood of tapping into a consumer’s motivation to switch plans.

*Only available for select campaigns

Variable Photo Options

Some materials have different photo options to choose from! Photo options may vary by message and tactic.



After selecting “Customize and Download” (or if you select “Order,” click on “My Cart” to check out), the Customization step for your selection pops up.



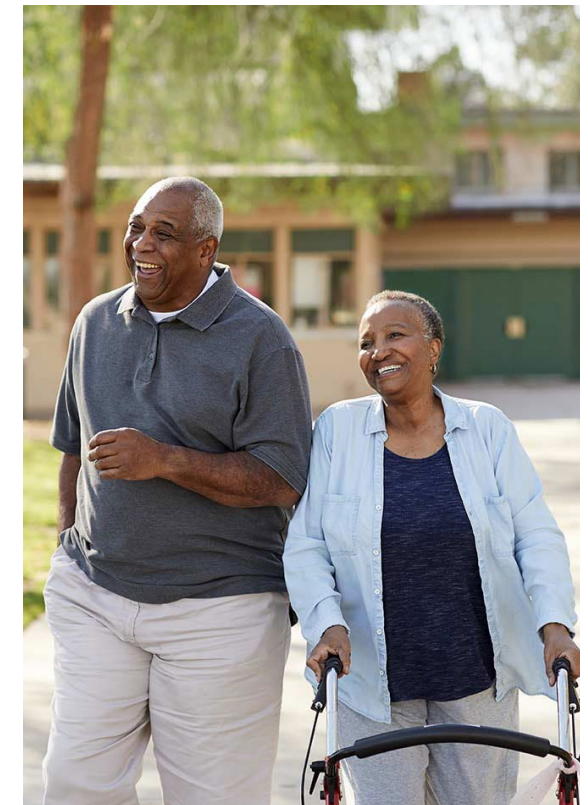
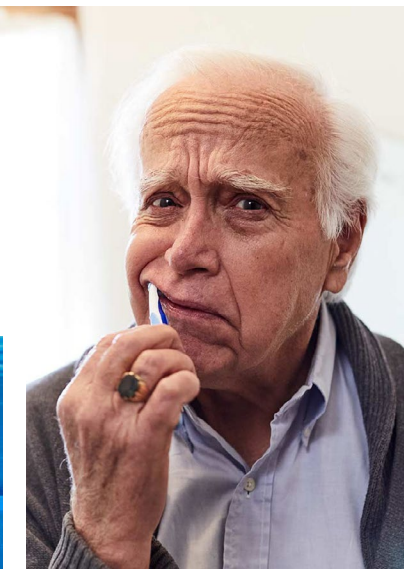
The image selection field instructs “Please select your photo and click on the flyer to approve your preview.”



Click on the image shown and all photo options will appear.



Click on/select the photo that best aligns with your market to add it to your customized marketing piece.



Many of the materials allow you to add your professional photo. Photos must be 300 DPI to successfully upload.

Key Audiences

Marketing Best Practices and Tips



Building and managing a direct mail program

Direct mail is an effective means of driving response among Medicare eligibles. It allows you to target your message to specific people at specific times.

Even though direct mail is considered more effective than other mass media options, the most successful direct mail programs still only deliver response rates of between 0.75 percent and 1.5 percent, so it is important to do everything you can to help maximize your success.

Here are five tips to follow:

- 1** | **Use a targeted and proven mailing list.** Data has shown that consumers age 65–75 are more likely to switch Medicare plans than their older peers. So be sure that segment is included in your mailings.
- 2** | **Segment your list.** For Medicare prospects, lower-income targets will likely respond better to low-price messages while higher-income prospects may be more drawn to value-added benefits or expansive network messages.
- 3** | **Test your messages/creative executions.** For Medicare marketing, it may be wise to execute A/B mail splits—dropping different messages to segments of the same audience at the same time. This will allow you to quickly determine if one message is stronger than the other in driving responses.
- 4** | **Commit to a mailing plan based on your overall marketing activities.** Mailboxes will be full, especially during AEP, but you can't afford to be absent. Plan to be in front of your prospects at least every other week. If you sprinkle your marketing plan with other media exposure and events, your piece will more likely be recognized in the mailbox and read.
- 5** | **Think about consumers' behavior when planning your marketing.** First, they will research plans, then they'll shop, then they'll decide. You want to be present and available at each of these stages.

Marketing Best Practices and Tips



Purchasing print media

When placing a print ad, gather information on the publication you're using. These four tips should be helpful when purchasing print media:

- 1** | Make sure the publication reaches your target audience. Publications should be able to supply demographics on their audiences to aid in your decision making.
- 2** | Advertise in community sections and/or senior publications. Many communities have local publications that can be great outlets to deliver your message to consumers in your area. Additionally, if available, we recommend choosing senior publications targeted at reaching a large portion of your specific audience.
- 3** | Plan your marketing campaign in advance. If you know you will run your ad in a publication multiple times, ask the rep for information on their frequency discounts.
- 4** | Print is the recommended media outlet for marketing to Medicare eligibles. Radio and billboards are awareness tactics but typically do not drive consumers to call immediately, the only exception being Spanish radio ads, which are only effective for Spanish-speaking agents.



30-60-90 Member outreach campaign

Studies show that members are less likely to switch plans when they have an engaged relationship with their Medicare Advantage plan representative. Based on that information, we recommend the following strategy to create a relationship with the new member from the early stages of enrollment:

- Work with local MarketPoint office to confirm approval on hosting a Member Orientation Meeting (MOM) (required step)
- Within 60 days, send pharmacy letter, flyer or email*
- Gather the necessary material to have on hand at the meeting
- Within 90 days, send Go365 letter, flyer or email
- Within 30 days, send MOM meeting invitation

Only use email for members who have opted in to this form of communication.

*When Humana Pharmacy preferred

Marketing Best Practices and Tips



Tracking and reporting

We're glad to offer you these materials. Please let us know about the volume of leads and sales you get from them so we can measure their effectiveness and continue to build upon their success.

If you don't have a tracking system to monitor this activity, please ask callers how they heard about you and fill in what information you can using the link to the reporting form below.



Digital tracking

You can use such systems as Google Analytics for the landing pages, and the Google or Microsoft Display Network for banner ads, reporting monthly or as the material is used. Front-end analytics can capture such data as how many consumers are clicking on your message or submitting forms for further information, allowing access to this information with a click. This lets you know what is working and how you can adjust your communication for the best response rate.

Premium Focused

\$0 PREMIUM! ZERO, ZIP, ZILCH

No matter how you say it, Humana has Medicare Advantage plans with \$0 premiums

Looking for a lower premium Medicare plan? How does \$0 per month sound? You can get great benefits, plus the extras you want—all for a \$0 monthly plan premium.

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>

Call a licensed sales agent

<FPO>

<RepName>
<RepLicense>
000-000-0000 (TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>

You can also call now to reserve a spot at a neighborhood meeting to learn more:

- <Seminar Location>
- <Seminar Address>
- <Seminar City>
- <Weekday, Month Day>, <0 p.m.>

Humana.

Humana is a Medicare Advantage [HMO, PPO and PFFS] organization with any Humana plan depends on contract renewal. This information is not a contract. The plan for more information. Limitations, copayments and restrictions may change on January 1 of each year. For accommodations of persons with special needs, call 1-800-MEDICARE (TTY users should call 1-877-486-2048), 24 hours a day/7 days a week or consult www.medicare.gov. Y0040_GHHHCFTEN19a_M

**\$0 PREMIUM!
ZERO, ZIP, ZILCH**

Humana.

Humana may have a plan that offers more bang for your buck! Call now to find out what else you can get for a \$0 premium.

Big \$0 Premium

DIN: GHHHCFTEN19a

 Languages

Spanish

Creole

The best things in life don't have to cost you a thing

Say hello to the Humana Gold Plus® (HMO) Medicare Advantage plan—with a \$0 monthly plan premium and affordable copays for many services.

Why pay more for Medicare than you have to?

You'll get doctor's office visits and hospital coverage—plus extra benefits—all with:

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>

Call a licensed sales agent

<FPO>

<RepName>
<RepLicense>
<000-000-0000> (TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>

Please join us to learn more about a Humana plan available to you at:

- <Weekday, Month Day>
- <0 p.m.>
- <Seminar Location>
- <Seminar Address>
- <Seminar City>

Humana.

Humana is a Medicare Advantage HMO plan with any Humana plan depends on contract renewal. This information is not a contract. The plan for more information. Limitations, copayments and restrictions may change on January 1 of each year. For accommodations of persons with special needs, call 1-800-MEDICARE (TTY users should call 1-877-486-2048), 24 hours a day/7 days a week or consult www.medicare.gov. Y0040_GHHJPP3TE19_M

The best things in life don't have to cost you a thing

Say hello to the Humana Gold Plus® (HMO) Medicare Advantage plan—with a \$0 monthly plan premium and affordable copays for many services.

Why pay more for Medicare than you have to?

You'll get doctor's office visits and hospital coverage—plus extra benefits

Humana.

Humana may have a plan that offers more bang for your buck! Call now to find out what else you can get for a \$0 premium.

Alternative Big Zero

DIN: GHHJPP3TE19

 Languages

Spanish

Premium Focused

\$0

Zero, zip, zilch
monthly
plan premium

No matter how you say it, this Humana <Plan Name> plan premium is \$0.

- < \$0 monthly plan premium>
- < \$0 primary care physician copay>
- < \$0 prescription drug copay* >

Looking for a lower-premium Medicare plan? How does \$0 per month sound?

You can get the benefits you need, plus extras—all for a \$0 monthly plan premium.

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>

Humana.

<*For 90-day mail delivery. The \$0 copay applies to Tier 1 and Tier 2 medications at select pharmacies with preferred cost sharing after any applicable deductible is met. Humana is a Medicare Advantage [HMO, PPO and PFFS] organization with a Medicare contract. Any Humana plan depends on contract renewal. This information is not a contract. Contact the plan for more information. Limitations, copayments and restrictions apply. Member and/or member cost share may change on January 1 of each year. You may be required to pay a Part B premium. For accommodations of persons with special needs at me 711) <hours of operation>. Applicable to <plan name & contract number>. For more information, please contact 1-800-MEDICARE (TTY users should call 1-877-486-2048), 24 hours a day, 7 days a week, visit www.medicare.gov.

Y0040_GHHJFD5TE19_M

And that's just for starters. Call a licensed sales agent to find out what else you can get for \$0.

<FPO>

<RepName>
<RepLicense>
<000-000-0000> (TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>

You can also call now to reserve a spot at a neighborhood meeting to learn more:

<Seminar Location>
<Seminar Address> <Seminar City>
<Weekday, Month Day>, <0 p.m.>

\$0

Zero, zip, zilch
MONTHLY
PLAN PREMIUM

No matter how you say it, Humana has Medicare Advantage plans with \$0 premiums.


Looking for a lower premium Medicare plan? How does \$0 a month sound? You can get great benefits, plus the extras you want—all for a \$0 monthly plan premium.

Humana.

ANNUAL ENROLLMENT
DON'T FORGET
ENDS DEC. 7

Big Zero Big 3

DIN: GHHJFD5TE19

 Languages
Spanish

Did you pay more than you wanted for the benefits your Medicare plan offered last year?

Humana may have a plan that offers more bang for your buck!

Call now to find out what else you can get for <a \$\$\$> <an affordable> premium.

Compare your current plan with <Plan Name> <with built-in <acupuncture benefits, prescription drug coverage, routine dental benefits, fitness program>>. You'll find that Humana may give you more of the benefits you really want, like:

- <• Prescription drug coverage>
- <• 24-hour nurse advice line>
- <• Rewards for completing preventive health screenings and activities>
- <• Maximum annual out-of-pocket protection>
- <• Doctor's office visits and hospital coverage>

<FPO>

Call a licensed sales agent

<Rep Name>
<Rep License>
<000-000-0000 (TTY: 711)>
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>

Please join us to learn more about a Humana plan available to you:

<Weekday, Month Day>
<0 p.m.>
<Seminar Location>
<Seminar Address>
<Seminar City>

Humana.

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Y0040_GHHJNPHT19a Accepted

Did you pay more than you wanted for the benefits your Medicare plan offered last year?

Humana may have a plan that offers more bang for your buck!

Call now to find out what else you can get for <a \$\$\$> <an affordable> premium.

Humana.

ANNUAL ENROLLMENT
DON'T FORGET
ENDS DEC. 7

AGENT LOGO

Medicare Costs Last Year

DIN: GHHJNPHT19a

 Languages
Spanish

8

Premium Focused



This year, keep <\$\$\$> in your pocket
all for a <\$#> monthly plan premium

With the Humana Gold Plus® HMO plan, your Part B premium will be reduced by <\$#> each month. This means you'll get <\$#> more a month in your Social Security check. Plus you get the benefits you've come to expect with Humana:

- <• Prescription drug coverage>
- <• 24-hour nurse advice line>
- <• Rewards for completing preventive health screenings and activities>
- <• Maximum annual out-of-pocket protection>
- <• Doctor's office visits and hospital coverage>

Call a licensed sales agent



<RepName>
<RepLicense>
<000-000-0000> (TTY: 711)
<Monday – Friday, 8 a.m. – 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al 000-000-0000 (TTY: 711)>

You can also call now to reserve a spot at a neighborhood meeting to learn more:

- <Weekday, Month Day>
- <0 p.m.>
- <Seminar Location>
- <Seminar Address>
- <Seminar City>

Humana is a Medicare Advantage HMO organization with a Medicare contract depends on contract renewal. This information is not a complete description of more information. Limitations, copayments and restrictions may apply. Benefits may change on January 1 of each year. You must continue to pay your Part B premium. For a complete listing of plans available in your service area, call 1-877-486-2048, 24 hours a day/7 days a week or consult www.humana.com. Y0040_GHHHJEWGTE19_M



This year, keep <\$\$\$> in your pocket
all for a <\$#> monthly plan premium

Humana.



Things just got better in
<County name>
County



This year, keep <\$\$\$> in your pocket

With the Humana <Gold Plus® HMO> plan, your Part B premium will be reduced by <\$#> each month. This means a smaller deduction from your Social Security check. Plus you get all of the benefits you've come to expect with Humana:

- <• Prescription drug coverage>
- <• 24-hour nurse advice line>
- <• Rewards for completing preventive health screenings and activities>
- <• Maximum annual out-of-pocket protection>
- <• Doctor's office visits and hospital coverage>

To find out if a Humana Medicare Advantage plan is right for you, call to schedule an in-home appointment or reserve your spot at a neighborhood sales meeting.

Call a licensed sales agent



<RepName>
<RepLicense>
<000-000-0000> (TTY: 711)
<Monday – Friday, 8 a.m. – 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al 000-000-0000 (TTY: 711)>

You can also call now to reserve a spot at a neighborhood meeting to learn more:

- <Seminar Location>
- <Seminar Address>
- <Seminar City>
- <Weekday, Month Day>, <0 p.m.>

Humana.

Humana is a Medicare Advantage HMO organization depends on contract renewal. This information is not a complete description of more information. Limitations, copayments and restrictions may change on January 1 of each year. You must continue to pay your Part B premium. For a complete listing of plans available in your service area, call 1-877-486-2048, 24 hours a day/7 days a week or consult www.humana.com. Y0040_GHHJF8LENTE19a Accepted

Things just got better in <County name> County



Humana.



Premium, Part B giveback – Keep money in your pocket

DIN: GHHHJEWGTE19

 Languages

Spanish

Premium, Part B giveback – Just got better

DIN: GHHJF8LENTE19a

 Languages

Spanish

Premium Focused



<\$###> monthly plan premium plus ...
fitness programs
and a whole lot more!

Compare your current plan with the <Plan Name> with built-in <acupuncture benefits, prescription drug coverage, dental benefits, gym membership>. You'll find that this Humana plan may give you more of the benefits you really want, like:

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>

Call a licensed sales agent

<FPO>

<RepName>
<RepLicense>
<000-000-0000>(TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY:711)>

Please join us to learn more about a Humana plan available to you at:

<Weekday, Month Day>
<0 p.m.>
<Seminar Location>
<Seminar Address>
<Seminar City>



Humana.

Humana is a Medicare Advantage [HMO, PPO and PFFS] organization with a Medicare contract. Your coverage under any Humana plan depends on contract renewal. This information is not a contract. For more information, contact the plan for more information. Limitations, copayments and restrictions may apply. Benefits, premium and/or member cost share may change on January 1 of each year. For a complete list of benefits, contact your agent or call 1-877-486-2048. For a complete list of restrictions, contact your agent or call 1-877-486-2048. For a complete list of special needs at meetings call <000-000-0000> (TTY: 711). For a complete list of users should call 1-877-486-2048, 24 hours a day. For a complete list of users should call 1-877-486-2048, 24 hours a day.

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<\$##> monthly plan premium plus ...
fitness programs
and a whole lot more!



Humana.

Premium Plus, What's better than?

DIN: GHHHXCHTE19a

 **Languages**
Spanish

<\$##> monthly plan premium plus...
The freedom to choose your own specialist without the need for referrals!

At Humana, we believe that great things are ahead of you when your health is ready for them. Part of starting with healthy is choosing the right Medicare plan that fits your life and having the freedom to choose when you need extra support.

Compare your current plan with <Plan Name> with no specialty care referrals needed.* We think you'll find that Humana may give you more of the benefits you really want and other benefits that help you start with healthy, including:

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>

Call a licensed sales agent

<FPO>

<RepName>
<RepLicense>
<000-000-0000> (TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>

You can also call now to reserve a spot at a neighborhood meeting to learn more:

<Seminar Location>
<Seminar Address>
<Seminar City>
<Weekday, Month Day>, <0 p.m.>



Humana.

*Prior authorization from the plan may be required. Humana is a Medicare Advantage [HMO, PPO and PFFS] organization with a Medicare contract. Enrollment in any Humana plan depends on contract renewal. This information is not a contract. For more information, contact the plan for more information. Limitations, copayments and restrictions may apply. Benefits, premium and/or member cost share may change on January 1 of each year. For a complete list of benefits, contact your agent or call 1-877-486-2048. For a complete list of restrictions, contact your agent or call 1-877-486-2048. For a complete list of special needs at meetings call <000-000-0000> (TTY: 711). For a complete list of users should call 1-877-486-2048, 24 hours a day. For a complete list of users should call 1-877-486-2048, 24 hours a day.

Y0040_GHHJNZKTE19_M

<\$##> monthly plan premium plus...
The freedom to choose your own specialist without the need for referrals!



Humana.

Premium Plus, No referral

DIN: GHHJNZKTE19

 **Languages**
Spanish

10

Premium Focused



<\$\$\$> monthly plan premium plus ...
<\$##> primary care visit copay
 and much more

At Humana, we believe great things are ahead of you when your health is ready for them. Part of staying healthy means choosing the right Medicare plan.

Compare your current plan with <Plan Name> with a <\$#> primary care copay. Your copay will only be <\$#> to visit your primary doctor, which may help ensure your healthcare costs are predictable. You'll find that Humana may give you more of the benefits you really want.

- << Prescription drug coverage>
- << 24-hour nurse advice line>
- << Rewards for choosing preventive health screenings and activities>
- << Maximum annual out-of-pocket protection>
- << Doctor's office visits and hospital coverage>

Call a licensed sales agent to find out what else you can get for a <\$##> premium.


<FPO>

<RepName>
 <RepLicense>
<000-000-0000> (TTY: 711)
 <Monday - Friday, 8 a.m. - 8 p.m.>
 <Humana.com/RepURL>
 <¿En español? Llame gratis al
 000-000-0000 (TTY: 711)>

You can also call now to reserve a spot at a neighborhood meeting to learn more:

<Seminar Location>
 <Seminar Address>
 <Seminar City>
 <Weekday, Month Day>, <0 p.m.>





<\$##> monthly plan premium plus ...
<\$##> primary care visit copay
 and much more

Humana.

Humana is a Medicare Advantage [HMO, PPO and PFFS] organization and a with a Medicare contract. Enrollment in any Humana plan depends on con is not a complete description of benefits. Contact the plan for more inform and restrictions may apply. Benefits, premium and/or member cost share each year. You must continue to pay your Medicare Part B premium. For ad special needs at meetings call <000-000-0000> (TTY: 711), Monday-Friday <PlanNameContractNumbers> For a complete list of available plans please users should call 1-877-486-2048, 24 hours a day/7 days a week or consu Y0040_GHHJN4TE19a_M

Humana.

<FPO>



Premium Plus, PCP copay

DIN: GHHJNJ4TE19



Languages

Spanish



<\$\$\$> monthly plan premium plus...

TruHearing™ Flyte hearing aid benefit starting as low as <\$\$\$> per ear with wireless connectivity to iPhone®, iPad® and iPod touch® plus a whole lot more.*

Compare your current plan with the <Plan Name> with built-in TruHearing hearing aid benefit.

Aids offer wireless connectivity plus come in a variety of sizes, colors and styles to fit your needs. You'll find that this Humana plan may give you more of the benefits you really want, like:

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>



Call a licensed sales agent



<RepName>
<RepLicense>
<000-000-0000 (TTY: 711)>
<Monday-Friday, 8 a.m. – 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al 000-000-0000 (TTY: 711)>

You can also call now to reserve a spot at a neighborhood meeting to learn more:

- <Seminar Location>
- <Seminar Address>
- <Seminar City>
- <Weekday, Month Day>, <0 p.m.>

Humana.

*Limit two hearing aids per year when purchased through HMO, PPO and PFFS organization and a stand-alone Enrollment in any Humana plan depends on contract of benefits. Contact the plan for more information. Benefits, premium and/or member cost share may vary by your Medicare Part B premium. For accommodation 000-0000 (TTY: 711), Monday-Friday, 8 a.m. to 5 p.m. 1-800-MEDICARE (TTY users should call 1-877-486-MEDICARE.gov)

YO040_GHHXCHTE19_M



<\$\$\$> monthly plan premium plus...

TruHearing™ Flyte hearing aid benefit starting as low as <\$\$\$> per ear with wireless connectivity to iPhone®, iPad® and iPod touch® plus a whole lot more.*

Compare your current plan with the <Humana Plan Name> with built-in TruHearing hearing aid benefit.

Aids offer wireless connectivity plus come in a variety of sizes, colors and styles to fit your needs. You'll find that this Humana plan may give you more of the benefits you really want, like:

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>

Humana.



Premium Plus, TruHearing


DIN: GHHXCHTE19



Languages

Spanish

Premium Focused




<\$\$\$> monthly plan premium plus...
<\$\$\$> maximum out-of-pocket limit may help you be more financially prepared, plus a whole lot more!

Compare your current plan with the <Humana Plan Name> with <\$\$\$> maximum out-of-pocket protection that may help you build financial protection.

You'll find that this Humana plan may give you more of the benefits you really want, like:

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Doctor's office visits and hospital coverage>
- < Maximum annual out-of-pocket protection>


Call a licensed sales agent



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<000-000-0000>
(TTY: 711)

<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/ReplURL>
<¿En español? Llame gratis al 000-000-0000 (TTY: 711)>

Please join us to learn more about a Humana plan available to you at:
<Weekday, Month Day>
<0 p.m.>
<Seminar Location>
<Seminar Address>
<Seminar City>



ANNUAL ENROLLMENT
DON'T FORGET
ENDS DEC. 7

Humana.

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Premium Plus, MOOP

DIN: GHHHXCHTE19

 Languages

Spanish



<\$\$\$> monthly plan premium plus ...

<Name(s) of ALL hospital system(s)/providers/hospitals (listed alphabetically)> <in our network in> <city/location> and much more.

Humana is focused on giving you access to the <hospital/doctors/providers> you trust and you'll also find that Humana may give you more of the benefits you really want, like:

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>

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Please join us to learn more about a Humana plan available to you at:
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<0 p.m.>
<Seminar Location>
<Seminar Address>
<Seminar City>



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<Name(s) of ALL hospital system(s)/providers/hospitals (listed alphabetically)> <in our network in> <city/location> and much more.

Humana.


Premium Plus, Network

DIN: GHHJNPGTE19a

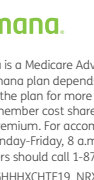
 Languages

Spanish

Premium Focused



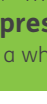
<R#> monthly plan premium plus ...
no prescription drug deductible,
 and a whole lot more!



Compare your current plan with the <Humana Plan Name> with no prescription drug deductible. You'll find that this Humana plan may give you more of the benefits you really want, like:

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>


Call a licensed sales agent to find out what else you can get for a <R#> premium.



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 <Humana.com/RepURL>
 <En español? Llame gratis al
 000-000-0000 (TTY: 711)>

You can also call now to reserve a spot at a neighborhood meeting to learn more:

- <Seminar Location>
- <Seminar Address>
- <Seminar City>
- <Weekday, Month Day>, <0 p.m.>



<R#> mo
no pres
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Humana is a Medicare Advantage [HMO, PPO and PFFS] organization with a any Humana plan depends on contract renewal. This information is not a d Contact the plan for more information. Limitations, copayments and restri and/or member cost share may change on January 1 of each year. You mu Part B premium. For accommodations of persons with special needs at me 711), Monday-Friday, 8 a.m. to 5 p.m. For a complete list of available plans (TTY users should call 1-877-486-2048), 24 hours a day/7 days a week or ca

Y0040_GHHHXCHTE19_NRXD_M

Premium Plus, No Rx deductible

DIN: GHHXCHTE19 NRXD



Languages

Spanish

<\$\$\$> monthly plan premium

Plus <\$\$\$> over-the-counter medications and supplies allowance* on the things you may use every day like multivitamins, pain relievers, cold medicines and first-aid supplies, plus a whole lot more.

Compare your current plan with <Plan Name> which offers <\$\$\$> over-the-counter medications and supplies allowance.* You'll find that Humana may give you more of the benefits you really want.

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>

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<Seminar City>
<Weekday, Month Day>, <0 p.m.>

Humana.

*Available only through Humana's mail-delivered medical provider before taking any over-the-counter (HMO, PPO and PFFS) organization with a Medicare contract renewal. This information plan for more information. Limitations, copay and/or member cost share may change on Medicare Part B premium. For accommodation 000-0000> (TTY: 711), Monday-Friday, 8 a.m. contact 1-800-MEDICARE (TTY users should consult www.humana.gov

Y0040_GHHXD3TE19a_M

<\$\$\$> monthly plan premium

Plus <\$\$\$> over-the-counter medications and supplies allowance* on the things you may use every day like multivitamins, pain relievers, cold medicines and first-aid supplies, plus a whole lot more.

Compare your current plan with <Plan Name> which offers <\$\$\$> over-the-counter medications and supplies allowance.* You'll find that Humana may give you more of the benefits you really want.

- > Prescription drug coverage>
- > 24-hour nurse advice line>
- > Rewards for completing preventive health screenings and activities>
- > Maximum annual out-of-pocket protection>
- > Doctor's office visits and hospital coverage>

Humana.

Premium Plus, OTC

DIN: GHHXD3TE19a



Languages

Spanish

Premium Focused



<\$##> monthly plan premium plus...
SilverSneakers® Fitness program
and much more

Compare your current plan with the <Humana Plan Name> with built-in SilverSneakers Fitness program. You'll find that this Humana plan may give you more of the benefits you really want, like:

- <> Prescription drug coverage>
- <> 24-hour nurse advice line>
- <> Rewards for completing preventive health screenings and activities>
- <> Maximum annual out-of-pocket protection>
- <> Doctor's office visits and hospital coverage>

Call a licensed sales agent today to find out if you can get more from your Medicare plan.



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- <Seminar Location>
- <Seminar Address>
- <Seminar City>
- <Weekday, Month Day>, <0 p.m.>

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Y0040_GHHHXCHTE19_SS_M


<\$##> monthly plan premium plus ...
SilverSneakers® Fitness program
and much more



Humana.

Premium Plus, SilverSneakers

DIN: GHHHXCHTE19_SS

 **Languages**
Spanish

Switch **\$0**

Switch to a Humana Medicare Advantage <PPO/HMO> plan with a \$0 monthly premium

The Humana Medicare Advantage <plan name> plan has the same basic coverage as Original Medicare but has extra benefits, and no additional monthly plan premium. Additional benefits include:

- <> Prescription drug coverage>
- <> 24-hour nurse advice line>
- <> Rewards for completing preventive health screenings and activities>
- <> Maximum annual out-of-pocket protection>
- <> Doctor's office visits and hospital coverage>

Call a licensed sales agent



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Please join us to learn more about a Humana plan available to you:

- <Weekday, Month Day>
- <0 p.m.>
- <Seminar Location>
- <Seminar Address>
- <Seminar City>


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Y0040_GHHHXCRTE19a_M

Switch **\$0**

Switch \$0

DIN: GHHHXCRTE19a

 **Languages**
Spanish

Veterans

You gave so much

Now you get something in return



ANNUAL ENROLLMENT
DON'T FORGET
ENDS DEC. 7

A <Plan Name> plan can reduce your Part B premium by <\$##> each month. This means you'll get <\$##> more a month in your Social Security check! Potentially save money and enjoy extras you might not get through the VA health benefits program.

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>

Humana honors our service men and women, and your families, for the sacrifices you've made for our country. That's why we want to tell you more about our <Plan Name> plan. We want to team up with you on your health journey.

<FPO>

<RepName>

<RepLicense>

<000-000-0000> (TTY: 711)

<Monday - Friday, 8 a.m. - 8 p.m.>

<Humana.com/RepURL>

<¿En español? Llame gratis al 000-000-0000 (TTY: 711)>

You can also call now to reserve a spot at a neighborhood meeting to learn more:

<Seminar Location>

<Seminar Address>

<Seminar City>

<Weekday, Month Day>, <0 p.m.>

Humana

<FPO>

<YOUR LOGO HERE>

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Y0040_GHHJXCXEN_M

Part B Giveback Veteran Flyer

DIN: GHHJXCXEN



Languages

English only

Veterans

MA-only veterans

DIN: GHHXCVTE19



Languages

Spanish

Did you know

that by enrolling in a Humana Medicare Advantage plan with medical benefits only, you can have all that a Medicare Advantage plan has to offer and keep your VA health and drug benefits?

With Humana Medicare Advantage, you get a plan that can help save you money on your medical costs while enjoying extras you might not get through your VA health benefits.

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>

Call a licensed sales agent

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- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>

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Did you know

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With Humana Medicare Advantage, you get a plan that can help save you money on your medical costs while enjoying extras you might not get through your VA health benefits.

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>

Call a licensed sales agent

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Did you know

that by enrolling in a Humana Medicare Advantage plan with medical benefits only, you can have all that a Medicare Advantage plan has to offer and keep your VA health and drug benefits?

With Humana Medicare Advantage, you get a plan that can help save you money on your medical costs while enjoying extras you might not get through your VA health benefits.

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>

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Did you know

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With Humana Medicare Advantage, you get a plan that can help save you money on your medical costs while enjoying extras you might not get through your VA health benefits.

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>

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Expansion



Hello,
<City/State>

There's a new Medicare
health plan in town




<Humana Gold Plus® HMO / HumanaChoice® PPO> is here


At Humana, we believe great things are ahead of you when you're healthy. Part of being healthy means choosing the right Medicare plan for you. We have new Medicare Advantage plans that can help you get ready!

Your licensed Humana sales agent can go over your current plan and find out what else you could get by switching to a Humana Medicare Advantage plan. Learn why more than <MemberStatMillion> people across the country selected Humana Medicare Advantage plans. Call now!

Call a licensed sales agent



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Humana.

*Humana Inc. First Quarter 2017 Earnings Release
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Humana.



Hello,
<City/State>

There's a new Medicare
health plan in town



<HumnaPPOName> is here

At Humana, we believe great things are ahead of you when you're healthy. Part of being healthy means choosing the right Medicare plan for you. We have new Medicare Advantage plans that can help you get ready!

Your licensed Humana sales agent can go over your current plan and find out what else you could get by switching to a Humana Medicare Advantage plan. Learn why more than <HumnaPPOName> people across the country selected Humana Medicare Advantage plans. Call now!

Humana.

Expansion Market - Hello

DIN: GHHHCYEN19



Languages

English only

Losing Coverage

Leaving the Area

DIN: GHHXCZTEN19a



Languages

Spanish

If your Medicare Advantage plan is leaving your area,

Humana can help





 **You don't have to do it alone!**
If you need to choose new health coverage and find it difficult to decide, Humana is here to help.

 **Our members enjoy all the benefits of Original Medicare, plus a whole lot of extras, like:**

- <> Prescription drug coverage>
- <> 24-hour nurse advice line>
- <> Maximum annual out-of-pocket protection>
- <> Doctor's office visits and hospital coverage>
- <> Rewards for completing preventive health screenings and activities>

 **And with local, licensed Humana sales agents who specialize in the plans in your area, finding the coverage you want may be just a phone call away.**
<Remember, you have until Feb. 28, 2019 to choose a Medicare plan.>
However, if you <don't/didn't> select a plan before December 31, you will not have a Medicare Advantage plan effective January 1. You will be covered only by Original Medicare.>

<FPO>

Call a licensed sales agent
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 000-000-0000 (TTY: 711)>

You can also call now to reserve a spot at a neighborhood meeting to learn more:
 <Seminar Location>
 <Seminar Address>
 <Seminar City>

Humana.

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<FPO>

[AEPCallToAction]

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[RepLicense]
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[RepCity]
[RepState]
[RepZip]

Humana.

[ReturnAddressLine1]
[ReturnAddressLine2]
[ReturnCityStateZip]
This is an advertisement.

**If your Medicare Advantage plan is leaving your area,
Humana can help**



Humana.

Losing Coverage



We still have a plan for you

<Remember, you have until Feb. 28, 2019 to choose a Medicare plan.>

Recently, we told you that your Humana Medicare Advantage plan won't be available in 2019. Did you know that you may have other options with Humana? That's why we want you to ask questions and find out more.

<If you already selected a new plan, you may still have the option to make another change up until February 28. But we encourage you to make your choice before December 31 so you will have the extra coverage you need on January 1.>



Call a licensed sales agent

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We still have a plan for you

Humana.



Plan Exit

DIN: GHJH4H2EN19



Languages

Spanish

Creole

Non-Product Specific

ANOC Reorientation

DIN: GHHJYQCEN19



Languages

Spanish

Creole



Don't miss this opportunity to learn what's new with your 2019 Medicare Advantage plan

Part of starting with healthy means understanding how your Medicare Advantage plan works for you. Come to a neighborhood meeting to take a fresh look at what's new and different for your 2019 Medicare Advantage plan.

Our meeting will review:

-  Updates to your plans
-  Wellness exams
-  Pharmacy services

Call a licensed sales agent



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Please join us to learn more about your 2019 Humana Medicare Advantage plan:

Call a licensed sales agent

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Humana.

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100040_GHHUQACEN19_M



Don't miss this opportunity to learn what's new with your 2019 Medicare Advantage plan

Part of starting with healthy means understanding how your Medicare Advantage plan works for you. Come to a neighborhood meeting to take a fresh look at what's new and different for your 2019 Medicare Advantage plan.

Our meeting will review:

-  Updates to your plans
-  Wellness exams
-  Pharmacy services

Humana.



Non-Product Specific

Get Medicare ready!

DIN: GHHJEW7EN19



Languages

Spanish

Creole

Get Medicare ready!

Have questions about Medicare?

- What are my options?
- Which plan is right for me?
- How do I choose?

Humana can help

We offer a variety of plan options and the experience to help you find the Humana plan that's right for you

Humana provides all-in-one Medicare Advantage plans and stand-alone prescription drug plans to more than 8 million people across the country.* Our Medicare Advantage plans cover doctor office visits, hospital stays, preventive services and prescription drugs—helping to ensure your healthcare costs are predictable and easy to budget.

Call a licensed sales agent

<RepName>
 <RepLicense>
 <000-000-0000> (TTY: 711)
 <Monday - Friday, 8 a.m. - 8 p.m.
 <Humana.com/RepURL>
 <¿En español? Llame gratis al
 000-000-0000 (TTY: 711)>

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*Humana Inc. First Quarter 2017 Earnings Release
 Humana is a Medicare Advantage HMO, PPO and P
 Humana plan depends on contract renewal. This is
 the plan for more information. Limitations, cop
 member cost share may change on January 1 o
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 000-0000> (TTY: 711), 8 a.m. - 8 p.m., seven days
 not a complete listing of plans available in your serv
 (TTY users should call 1-877-486-2048), 24 hours a
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Get Medicare ready!

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- What are my options?
- Which plan is right for me?
- How do I choose?

Humana can help

We offer a variety of plan options and the experience to help you find the Humana plan that's right for you

Humana.

Non-Product Specific

Give your current Medicare plan its annual checkup!

Compare your current plan with <Plan Name>. You'll find that Humana may give you more of the benefits you really want. Check the benefits your plan offers to compare to what Humana offers in <location>.

Your plan

Humana

☐ ✓

<Prescription drug coverage>

☐ ✓

<24-hour nurse advice line>

☐ ✓

<Rewards for completing preventive health screenings and activities>

☐ ✓

<Maximum annual out-of-pocket protection>

☐ ✓

<Doctor's office visits and hospital coverage>

Call a licensed sales agent

<FPO>

<RepName>

[[RepName]]

[[RepLicense]]

000-000-0000 (TTY: 711)

[[PrePopHours]]

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[[RepURL]]

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Give your current Medicare plan its annual checkup!

Humana may give you more of the benefits you really want

Humana.

Call a licensed sales agent

<FPO>

<RepName>

[[RepName]]

[[RepLicense]]

000-000-0000 (TTY: 711)

[[PrePopHours]]

[[RepURL]]

[[RepURL]]

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P.O. Box 14642
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Humana may give you more of the benefits you really want

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[[RepLicense]]

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[[PrePopHours]]

[[RepURL]]

[[RepURL]]

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[[RepName]]

[[RepLicense]]

000-000-0000 (TTY: 711)

[[PrePopHours]]

[[RepURL]]

[[RepURL]]

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[[RepLicense]]

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[[PrePopHours]]

[[RepURL]]

[[RepURL]]

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Benefit Details - No Checklist

DIN: GHHXEJTE19a

Languages

Spanish

Creole

22

Non-Product Specific

Enrollment Event - Seminar Focused

DIN: GHHJEW MEN19



Languages

Spanish

Creole

You're invited

to a Medicare enrollment event at
<Location>

- Get answers to your Medicare questions
- Learn about your Medicare options
- Enjoy refreshments

At Humana, we believe great things
 are ahead of you when your health
 is ready for them

Part of being healthy means choosing the right Medicare plan.
 We have Medicare Advantage plans that can help you get ready.

Call now to reserve your seat and feel free to bring a friend!

Call a licensed sales agent

<RepName>
<RepLicense>
<000-000-0000>
(TTY: 711)

<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>

You can also call now to reserve a spot at a
 neighborhood meeting to learn more:

<MeetingLocation>

Call a licensed sales agent

<RepName>
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<000-000-0000> (TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.>
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Humana is a Medicare Advantage (HMO, PPO and with a Medicare contract. Enrollment in any Humana of persons with special needs at meetings call 000-000-0000. For a complete list of available plans please contact 24 hours a day/7 days a week or consult www.medicare.gov. Y0040_GHHJEWMENT19_M

You're invited

to a Medicare enrollment event at
<Location>

- Get answers to your Medicare questions
- Learn about your Medicare options
- Enjoy refreshments

At Humana, we believe great things are ahead
 of you when your health is ready for them

Humana.

Non-Product Specific



Feeling limited

by your Medicare Advantage HMO provider network?

If you are currently enrolled in a Medicare Advantage HMO plan and are eligible to change plans, consider the Humana <PPO Plan Name> with all the benefits you expect from a Medicare Advantage plan, plus more.

- ◀ Prescription drug coverage>
- ◀ 24-hour nurse advice line>
- ◀ Rewards for completing preventive health screenings and activities>
- ◀ Maximum annual out-of-pocket protection>
- ◀ Doctor's office visits and hospital coverage>

You can select a primary care provider (PCP) and have more flexibility with the specialists you see.

Call a licensed sales agent



<RepName>
<RepLicense>
<000-000-0000> (TTY: 711)
<Monday – Friday, 8 a.m. – 8 p.m.>
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You can also call now to reserve a spot at a neighborhood meeting to learn more:



Call a licensed sales agent
<RepPhone1>
<RepPhone2> (TTY: 711)
<RepPhone3>
<RepURL2>
<RepEmailNumber> (TTY: 711)

Humana.

[[ReturnAddressLine1]]
[[ReturnAddressLine2]]
[[ReturnCityStateZip]]

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Y0040_GHUJZCTE19_M





Call a licensed sales agent
<RepPhone1>
<RepPhone2> (TTY: 711)
<RepPhone3>
<RepURL2>
<RepEmailNumber> (TTY: 711)

Humana.

[[ReturnAddressLine1]]
[[ReturnAddressLine2]]
[[ReturnCityStateZip]]

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Y0040_GHUJZCTE19_M



Feeling Limited PPO

DIN: GHHJKZCTE19



Languages

English only

Non-Product Specific

At Humana, we believe great things are ahead of you when your health is ready for them

And our first priority is to help you get the Medicare benefits you want to help you improve your health

<More than 8 million Medicare Advantage and stand-alone prescription drug plan members*>

<Every major hospital system in <City or State Name> is in our <HMO> <RPPO> <LPPD> network>

Many of our Medicare Advantage plans include doctor's office visits and preventive services. Most also include prescription drug coverage. Call today to learn how we can help you compare your options and find the right Humana plan for you!

Put Humana's decades of Medicare experience to work for you. Find out more by calling a licensed sales agent today.

<FPO>

<RepName>
<Rep.License>
<000-000-0000> (TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.
<Humana.com/RepURL>
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<*Humana Inc. First Quarter 2017 Earnings Release>
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English: (ReturnAddressLine1) (ReturnAddressLine2) (ReturnCityStateZip) (TTY: 711).
Spanish: (ReturnAddressLine1) (ReturnAddressLine2) (ReturnCityStateZip) (TTY: 711).
普通话: (ReturnAddressLine1) (ReturnAddressLine2) (ReturnCityStateZip) (TTY: 711).
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And our first priority is to help you get the Medicare benefits you want to help you improve your health

Humana.

ANNUAL ENROLLMENT
DON'T FORGET
ENDS DEC. 7

[[AEPCallToAction]]

<FPO>

[[RepName]]
[[Rep.License]]
[[RepPhone]] (TTY: 711)
[[RepAddressLine1]]
[[RepAddressLine2]]
[[RepCityStateZip]]
[[RepURL]]
[[RepNumber]]

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[[ReturnAddressLine1]]
[[ReturnAddressLine2]]
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普通话: (ReturnAddressLine1) (ReturnAddressLine2) (ReturnCityStateZip) (TTY: 711).
Y0040_GHHJEXNTE19 Accepted

Humana Experience

DIN: GHHJEXNTE19

Languages

Spanish

25

Non-Product Specific

New to Medicare?
Have questions?



Get your answers from Humana—a company that has been offering Medicare plans for more than 30 years

As an industry leader for more than 30 years, our first priority has always been getting you the benefits you want at a price you can afford.

One of our licensed Humana sales agents right here in <location> is waiting to serve you. Our agent will speak with you over the phone or in the comfort of your home. He or she will listen to what benefits you want and help you choose a Humana Medicare plan that's right for you. Put decades of experience to work for you to

Call a licensed sales agent

<FPO>

<RepName>
<RepLicense>
<000-000-0000>
(TTY: 711)

<Monday – Friday, 8 a.m. – 8 p.m.>
<Humana.com/RepURL>
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Call a licensed sales agent

<FPO>

<RepName>
<RepLicense>
<000-000-0000 (TTY: 711)>
<Monday – Friday, 8 a.m. – 8 p.m.>
<Humana.com/RepURL>
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New to Medicare?
Have questions?



Get your answers from Humana—a company that has been offering Medicare plans for more than 30 years

Humana.

Medicare Costs Last Year

DIN: GHHJ4GNEN19

Languages

Spanish

26

Non-Product Specific



<Location>

<Address>

<Zip>

<Phone>

<Hours>

<Event name>

<event details>

<time> <date>

Humana.

Humana is a Medicare Advantage (HMO, PPO and P) with a Medicare contract. Enrollment in any Humana of persons with special needs at meetings call <00> complete list of available plans please contact 1-800 a day/7 days a week or consult www.medicare.gov. Y0040_GHHJEW6EN19_M

Call a licensed sales agent

<EPOT>

<RepName>

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<Monday - Friday, 8 a.m. - 8 p.m.>

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<En español? Llame gratis al 800-000-0000 (TTY: 711)>

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Humana.

<P.O. Box 70209>

<Louisville, KY 40270-0209>

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Humana.

DON'T FORGET

RECEIVED

Our Enrollment Centers

DIN: GHHJEW6EN19



Languages

Spanish

Non-Product Specific

Attention Medicare Eligibles!

<Attention Medicare eligibles>

It's time to enroll in Medicare Advantage!

<See our ad inside>

<URL>

Humana®

Y0040_GHHJQ9DEN19 Accepted

Post It Note

DIN: GHHJQ9DEN19

 **Languages**

Spanish

Non-Product Specific

NEW FOR 2019!

<Plan Name>

<Dental benefits—preventive exams
for as little as <\$##> copay>

Call to speak with a licensed sales agent today

<000-000-0000> (TTY: 711)

<Rep Name> <Rep License #>

<8 a.m. – 8 p.m., seven days a week>

<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>

<URL>

Y0040_GHHJQ2SEN19_M

Humana.


Banner/Stickynote/FSI

DIN: GHHJQ2SEN19

 **Languages**

Spanish

Non-Product Specific



More than <##> reasons


That's how many people have chosen <Humana Medicare Advantage plans> <Humana Medicare Advantage and prescription drug> plans in <Location>.*

Find out why more than <###> people in <Location> chose Humana. Call to schedule an appointment with a licensed Humana sales agent in the comfort of your home or reserve your spot in a local neighborhood meeting.

Humana offers you great value for your dollar with affordable plan options, along with the benefits you want and the extras you deserve, like:

- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Maximum annual out-of-pocket protection>
- < Doctor's office visits and hospital coverage>

Call a licensed sales agent




<RepName>
<Rep.License>
<000-000-0000 (TTY: 711)>
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<Humana.com/RepURL>
<¿En español? Llame gratis al 000-000-0000 (TTY: 711)>

Humana.

*According to the [[DatePicker]] CMS Enrollment Report, Humana is a Medicare Advantage (HMO, PPO and RFP) organization with a Medicare contract. Enrollment in any Humana plan depends on contract renewal. This information is not a complete description of benefits. Contact the plan for more information. Limitations, copayments and restrictions may apply. Benefits, premium and member cost share may change on January 1 of each year. You must continue to pay your Medicare Part B premium. A licensed sales agent will be present with information and assistance for accommodation of people with special needs at sales meetings. Call 1-877-486-2048 (TTY: 711), 8 a.m. - 8 p.m., seven days a week. Applicable to sales agents only. Humana Inc. and its subsidiaries ("Humana") comply with applicable federal and state laws and do not discriminate on the basis of race, color, national origin, age, disability, sex, sexual orientation, gender identity, or religion.

English: ATTENTION: If you do not speak English, language assistance services, free of charge, are available to you. Call 1-877-486-2048 (TTY: 711).
Español: Atención: Si no habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-877-486-2048 (TTY: 711).
普通话: 中文: 普通话: 注意: 如果您不会说中文, 您可以免费获得语言援助服务。 请致电: 普通话: 1-877-486-2048 (TTY: 711)。
Y0040_GHHJEM5TE19a_M

Please join us to learn more about a




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<Rep.License>
<000-000-0000 (TTY: 711)>
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
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Humana.

<P.O. Box 70309>
<Louisville, KY 40270-0309>

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More than <##> reasons

That's how many people have chosen <Humana Medicare Advantage plans> <Humana Medicare Advantage and prescription drug plans> in <Location>.*

Humana.

Reasons Why

DIN: GHHJEM5TE19a



Languages

Spanish

Non-Product Specific

Not All PPOs

DIN: GHHJEWCTE19a



Languages

Spanish

See how Humana's
Medicare Advantage
PPO plans are different

Not all Medicare Advantage PPO plans are created equal

Get the flexibility you're looking for in your health coverage

If you like your Medicare PPO plan, wait until you check out the HumanaChoice® PPO plan:

- << Prescription drug coverage>
- << 24-hour nurse advice line>
- << Rewards for completing preventive health screenings and activities>
- << Maximum annual out-of-pocket protection>
- << Doctor's office visits and hospital coverage>

Call a licensed sales agent

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 <RepLicense>
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Humana.

Humana is a Medicare Advantage PPO plan with a contract renewal. This information is not a contract. Limitations, copayments and restrictions may change on January 1 of each year. You must see a pre-service organization determination before you or see your Evidence of Coverage for more information. A licensed Humana sales agent will be present with special needs at sales meetings, or a week. Applicable to <plan name & contract number> for a complete listing, please contact us at 1-800-935-4674, 24 hours a day/7 days a week or consult www.medicare.gov.

Y0040_GHJEWETC19a_M

Please join us to learn more about a Humana plan available to you at:
 <Weekday, Month Day>
 <0 a.m.>

Call a licensed sales agent

<FPO>
 <RepName>
 <RepPhone> (TTY: 711)
 <RepEmail>
 <RepURL>
 <000-000-0000 (TTY: 711)>

Humana is a Medicare Advantage PPO plan with a Medicare contract. Enrollment in the Humana plan depends on contract renewal. This information is not a complete description of benefits. Contact the plan for more information. Limitations, copayments and restrictions may apply. Benefits, premium and member cost share may change on January 1 of each year. You must continue to pay your Medicare Part B premium. Out of network network contracted providers are under no obligation to treat plan members, except in emergency situations. For a decision about whether we will cover an out of network service, we encourage you or your provider to ask us for a pre-service organization determination before you receive the service. Please call our Customer Care number or see your Evidence of Coverage for more information. Including the case sharing that applies to out of network services. A licensed Humana sales agent will be present with information and applications. For accommodation of people with special needs at sales meetings, call 1-800-000-0000 (TTY: 711), 8 a.m. - 8 p.m., seven days a week. Applicable to <plan name & contract number> Humana Inc. and its subsidiaries ("Humana") carry with applicable federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability, sex, sexual orientation, gender identity, or religion. This is not a complete listing of plans available in your service area. For a complete listing, please contact 1-800-935-4674 (TTY users should call 1-877-486-2048), 24 hours a day/7 days a week or consult www.medicare.gov.

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<ReturnAddressLine1>
 <ReturnAddressLine2>
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See how Humana's
Medicare Advantage PPO
plans are different

Not all Medicare Advantage PPO plans are created equal

Humana.

<FPO>
 <RepName>
 <RepLicense>

Request for Future Contact Form and Business Reply Card

The “Request for Future Contact” form can only be used to post at locations where Medicare eligibles may frequent, such as community senior centers. They are not to be mailed. Respondents to these materials may be contacted only between October 1 – December 7.

[illegible]

Request for Future Contact Forms

- Y0040_GHHJHVMEN - Career Agent
- Y0040_GHHJHVPEN - Delegated Agent
- Y0040_GHHJHVTEN - Optional Event
- Y0040_GHHJHVSEN - MarketPoint® Optional Event
- Y0040_GHHJHVLEN - Veteran's Optional Event
- Y0040_GHHJHVLEN - Veteran's Career Agent

AEP Client Letters

In these pre-approved, 2-sided AEP letters to send to your clients, only bracketed information may vary.

Prime Audience

- Y0040_GHHHE6AHH – Clients in \$0 premium markets with Medicare Part D coverage only
- Y0040_GHHHE68HH – Clients wanting to get more from their Medicare coverage
- Y0040_GHHHE67HH & Y0040_GHHHE69HH – All clients and prospects

< Recipient Name>
<Recipient Address Line 1>
<Recipient Address Line 2>
<City, State Zip>

<Date>

Learn more about Humana's all-in-one Medicare Advantage plan
It's a privilege for me to provide you with Medicare prescription drug coverage. I hope you're enjoying your plan when you use the pharmacy, and I want to share other possible saving opportunities.

Humana is committed to the lifelong well-being of their members, offering a variety of Medicare products that may give you additional benefits and savings. A convenient all-in-one Medicare Advantage health plan that might include Medicare benefits plus Medicare Part D coverage, and more, in one easy-to-use plan. All you pay \$0 monthly plan premium.* That's right, \$0.

The choice is yours
Your current healthcare coverage may be exactly right for you. But if you're looking for a better value, I can help! Call me today. As always, there is no obligation to enroll. Let's Talk! Call <000-000-0000> (TTY: 711), < Monday-Friday, 8 a.m. to 5 p.m.>.
Your satisfaction is important to me. Please let me help assure you that you're getting the most for your healthcare dollars.

Sincerely,

Upload Signature Image or leave blank

<Rep Name>
<License Number>

Humana.

Humana is a Medicare Advantage [HMO, PPO and PFFS] organization with a stand-alone prescription drug plan with a Medicare contract. Enrollment in any Humana plan depends on contract renewal. For a complete list of available plans please contact 1-800-MEDICARE (TTY users should call 1-877-486-2048), 24 hours a day/7 days a week or consult www.medicare.gov.
Y0040_GHHHE6AHH19_M

<PPO>

< Recipient Name>
<Recipient Address Line 1>
<Recipient Address Line 2>
<City, State Zip>

<Date>

Time to review your coverage for the Medicare Annual Enrollment Period
With the Annual Enrollment Period (AEP) for Medicare Advantage and prescription drug plans upon us, now is the time to review your healthcare needs and options. As an agent, I can help you with additional specialty products that may include dental and vision.

Humana Medicare Advantage plans may provide more benefits than Original Medicare. These convenient, easy-to-use Medicare health plans include Medicare Part D prescription drug coverage and so much more.

I've been in the insurance business for years, and I'm licensed to offer a variety of products. If you would like more information about Humana plans or other insurance products, I'd welcome the opportunity to talk with you.

Please contact me at <000-000-0000> (TTY: 711), I'm available < Monday-Friday, 8 a.m. to 5 p.m.>.

I look forward to hearing from you.

Sincerely,

Upload Signature Image or leave blank

<Rep Name>
<License Number>

Humana.

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Y0040_GHHHE68HH19_M

<PPO>

< Recipient Name>
<Recipient Address Line 1>
<Recipient Address Line 2>
<City, State Zip>

<Date>

New affiliation gives you more Medicare options
If you're looking for more value in healthcare, I have great news for you. I'm pleased to let you know that I have recently become affiliated with Humana to represent their products. This allows me to offer the Humana Medicare Advantage plans. In addition, I may be able to help you with additional specialty products that may include dental and vision.

Humana Medicare Advantage plans may provide more benefits than Original Medicare. These convenient, easy-to-use Medicare health plans include Medicare Part D prescription drug coverage and so much more.

I've been in the insurance business for years and am licensed to offer a variety of products. If you would like more information about Humana, I'd welcome the opportunity to assist you.

Please contact me at <000-000-0000> (TTY: 711), I'm available < Monday-Friday, 8 a.m. to 5 p.m.>.

I look forward to hearing from you.

Sincerely,

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<Rep Name>
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Y0040_GHHHE67HH19_M

<PPO>

< Recipient Name>
<Recipient Address Line 1>
<Recipient Address Line 2>
<City, State Zip>

<Date>

Humana affiliation gives you more Medicare options
As an independent agent, I have the opportunity to represent many carriers. I'm proud to be affiliated with Humana and to represent their products— including Humana Medicare Advantage plans.

Humana Medicare Advantage plans may provide more benefits than Original Medicare. These convenient, easy-to-use Medicare health plans include Medicare Part D prescription drug coverage and so much more.

I may also be able to help you with additional specialty products, like dental and vision plans. I've been in the insurance business for years, and I'm licensed to offer a variety of products. If you would like more information about Humana plans or any other insurance products, I'd welcome the opportunity to talk with you.

Please call me at <000-000-0000> (TTY: 711), I'm available < Monday-Friday, 8 a.m. to 5 p.m.>.

I look forward to hearing from you.

Sincerely,

Upload Signature Image or leave blank

<Rep Name>
<License Number>

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Y0040_GHHHE69HH19_M

<PPO>

<YOUR LOGO HERE>

Agent Focus

Small Rep Ad, Get Medicare Ready

DIN: GHHXDDEN19



Languages

Spanish

Creole

Get Medicare ready!

Call your local, licensed sales agent for a free consultation.*

<Rep Name>
 <Rep License>
<000-000-0000> (TTY: 711)
 <Monday – Friday, 8 a.m. – 8 p.m.>
 <Humana.com/RepURL>
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<RepName>
 <RepLicense>
<000-000-0000> (TTY: 711)
 <Monday – Friday, 8 a.m. – 8 p.m.>
 <Humana.com/RepURL>
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Humana

P.O. Box 10009
 Louisville, KY 40270-0209
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*No obligation to enroll.

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Spanish (Español): ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al: CMS phone #1 (TTY: 711). **繁體中文 (Chinese):** 注意：如果您使用繁體中文，您可以免費獲得語言協助服務。請致電：CMS phone #1 (TTY: 711)。

This is not a complete listing of plans available in your service area.

For a complete listing, please contact 1-800-MEDICARE (TTY users should call 1-877-486-2048), 24 hours a day/7 days a week or consult www.medicare.gov. Y0040_GHHHXDDEN19_M

Humana.

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 Humana is a Medicare Advantage HMO, PPO and PFFS organization with a Medicare contract. Enrollment in any Humana plan depends on contract renewal.
 Y0040_GHHHXDDEN19_M

Get Medicare ready!

Call your local, licensed sales agent for a free consultation.*

Humana

Agent Focus

 | Let's talk

Get more from your Medicare plan
Talk with your local, licensed sales agent today.

**Call a licensed sales agent**
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<000-000-0000> (TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>

**Call a licensed sales agent**
<Rep Name>
<Rep License>
<000-000-0000> (TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>

<You can also call now to reserve a spot at a neighborhood meeting to learn more:
Event Details,
City,
Location,
Time/Date>

<You can even get your Medicare questions answered in person.
Just stop by your local Humana location and see all we have to offer.>
<Your (City) Humana location>
Licensed Humana sales agents available: <8 a.m. - 8 p.m., seven days a week>
<000-000-0000> (TTY: 711)

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 | Let's talk

Get more from your Medicare plan
Talk with your local, licensed sales agent today.

**Call a licensed sales agent**
<Rep Name>
<Rep License>
<000-000-0000> (TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
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000-000-0000 (TTY: 711)>

Humana.
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**DON'T FORGET**
ANNUAL ENROLLMENT
ENDS DEC. 1

**Call a licensed sales agent**
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<Rep License>
<000-000-0000> (TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>

Humana.
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**Call a licensed sales agent**
<Rep Name>
<Rep License>
<000-000-0000> (TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>

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Small Rep Ad, Let's Talk

DIN: GHHHXDEEN19



Languages

Spanish

Creole

Agent Focus

Small Rep Ad, Talk With Agent

DIN: GHHHXDFEN19



Languages

Spanish

Creole

Talk with your local, licensed sales agent today

<FPO>

<Rep Name>

<Rep License>

<000-000-0000> (TTY: 711)

<Monday - Friday, 8 a.m. - 8 p.m.>

<Humana.com/RepURL>

<¿En español? Llame gratis al

000-000-0000 (TTY: 711)>

Humana.

Humana is a Medicare Advantage HMO, PPO and PF plan with a complete description of benefits. Contact the restrictions may apply. Benefits, premium and more. This is not a complete listing of plans available in your area. Call 1-800-MEDICARE. (TTY users should call 1-877-486-2048).

Y0040_GHHHXDFEN19_M

*You can even get your Medicare questions answered in person,

right here in CO.

Just stop by your local Humana location and see all we have to offer.

Your CO's Humana location

Licensed Humana sales agents available: <8 a.m. - 8 p.m., seven days a week>

<000-000-0000> (TTY: 711)

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服務中文(普通话) 注意：如果您不懂國語，您可以免費獲得語言協助。

服務：請電：CMS phone at (TTY) 711。這不是一個完整的列明所有可得的計劃在您的服務區域內。對於一個完整的列明，請電：

1-800-MEDICARE (TTY users should call 1-877-486-2048), 24 hours a day/7 days a week or consult www.humana.gov.

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Humana.

P.O. Box 70209

Louisville, KY 40270-0209

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<FPO>

<Rep Name>

<Rep License>

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<Humana.com/RepURL>


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000-000-0000 (TTY: 711)>

Humana.


P.O. Box 70209

Agent Focus



Is your Medicare Advantage plan leaving the area?

Talk with your local, licensed sales agent today.
8 a.m. – 8 p.m., seven days a week.




<Rep Name>
<Rep License>
<000-000-0000> (TTY: 711)
<Monday – Friday, 8 a.m. – 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
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Y0040_GHHJFLTEN19_M



Is your Medicare Advantage plan leaving the area?

Talk with your local, licensed sales agent today.
8 a.m. – 8 p.m., seven days a week.





Call a licensed sales agent

<Rep Name>
<Rep License>
<000-000-0000> (TTY: 711)
<Monday – Friday, 8 a.m. – 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>

Humana.

You can also call now to reserve a spot at a neighborhood meeting to learn more:
<Seminar Location>
<Seminar Address>
<Seminar City>
<Weekday, Month Day>, <0 p.m.>





Small Rep Ad, Leaving the Area

DIN: GHHJFLTEN19



Languages


Spanish


Creole

Agent Focus

Small Rep Ad, Review Your Options

DIN: GHHJNPYEN19


-  Languages
- Spanish
- Creole



Time to review your Medicare options?

Looking for someone who still makes house calls?

Call your local, licensed sales agent for a free in-home Medicare consultation.*



Call a licensed sales agent

<Rep Name>

<Rep License>

<000-000-0000> (TTY: 711)

<Monday – Friday, 8 a.m. – 8 p.m.>

<Humana.com/RepURL>

<En español>

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Time to review your Medicare options?

Looking for someone who still makes house calls?

Call your local, licensed sales agent for a free in-home Medicare consultation.*

Humana.



Agent Focus



Living with heart disease?

Get the Humana Medicare Advantage plan designed with you in mind.

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<Seminar Address>
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Small Rep Ad, Chronic

DIN: GHHJNPZEN19



Languages


Spanish

Creole

Agent Focus

Small Rep Ad, Dual

DIN: GHHJNQ2EN19

-  Languages
- Spanish
- Creole



Do you have both <Medicaid>
<MaineCare> <MediCal> and Medicare?

Call your local, licensed agent to find out more about Medicare Advantage plans designed with you in mind.



Call a licensed sales agent

<Rep Name>
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Agent Focus



Make it easier to switch

Take the guesswork out of Medicare. Get face-to-face answers from your local, licensed sales agent.

It's easy. Just make a list of the benefits you want, and your licensed sales agent will help you find the Humana Medicare Advantage plan that fits you best. Many of these Humana plans have extra benefits you might not even know about.



Call a licensed sales agent

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Agent Switch Easy

DIN: GHHHXDKEN19

Languages

Spanish

Creole

Agent Focus

 Turn to an agent

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It's easy. Just make a list of the benefits you want, and your licensed sales agent will help you find the Humana Medicare Advantage plan that fits you best. Many of these Humana plans have extra benefits you might not even know about.

Turn to a local, licensed sales agent for helpful Medicare advice.

- < Makes house calls >
- < Answers your questions >
- < Helps you compare plans >
- < May help make switching plans easier >

Call a licensed sales agent

<FPO>

<RepName>
<RepLicense>
<000-000-0000>
(TTY: 711)

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 Turn to an agent

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Humana.

Turn To Agent

DIN: GHHHXDJEN19



Languages

Spanish

Creole

Agent Focus

I Can Help

DIN: GHHXDHEN19



Languages

Spanish

Creole

You have Medicare questions I can help

The Medicare Advantage and prescription drug plan Annual Enrollment Period is a great time to review your current Medicare coverage and see if there's a better plan option available for you.

Call me today and together let's find a Humana Medicare Advantage plan that's right for you!

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You have Medicare questions I can help

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Agent Focus

Healthiest you!

 Dental

 Health

 Vision

Find a Humana plan to help you be the healthiest you can be.

Call a licensed sales agent



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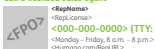
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Healthiest you!


 Dental


 Health

 Vision

Find a Humana plan to help you be the healthiest you can be.

Humana.





Healthiest You

DIN: GHHHXDGEN19



Languages

Spanish

Creole

Agent Focus

Multi Agent

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Languages

Spanish

Creole

Let's talk

about getting you more from your Medicare plan.

Talk with your local licensed sales agent today.

<FPO>

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<Seminar>
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Humana is a Medicare Advantage (HMO, PPO and PFFS) organization with a Medicare contract. Enrollment in any Humana plan depends on contract renewal. This information is not a complete description of benefits. Contact the plan for more information. Limitations, assignments and restrictions may apply. Benefits, premium and member cost share may change on January 1 of each year. You must continue to pay your Medicare Part B premium. A licensed sales agent will be present with information and assistance. For accommodation of people with special needs at sales meetings, call <000-000-0000> (TTY: 711), 8 a.m. - 8 p.m., seven days a week. Applicable to <plan name> contract number. Humana Inc. and its subsidiaries ("Humana") comply with applicable federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability, sex, sexual orientation, gender identity, or religion. **English:** ATTENTION: If you do not speak English, language assistance services, free of charge, are available to you. Call <000-000-0000> (TTY: 711). **Spanish:** Atención: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al <000-000-0000> (TTY: 711). **Chinese (Mandarin):** 重要提示: 如果您对中文, 您可以免费获得语言援助服务。请致电 <000-000-0000> (TTY: 711)。 此信息仅供参考, 不作为要约邀请。如有任何疑问, 请联系 1-800-MEDICARE (TTY 用户请拨打 1-877-486-2048), 24 小时为您服务。或访问 www.humana.com。 Y0040_GHHHXDEEN19_M

Humana.

P.O. Box 14642
Lexington, KY 40512-4642
This is an advertisement.

Let's talk

about getting you more from your Medicare plan.

Talk with your local licensed sales agent today.

<FPO>

<Rep Name>
<Rep License>
<000-000-0000> (TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al 000-000-0000 (TTY: 711)>

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<Rep Name>
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Please join us to learn more about a Humana plan available to you at:

<Seminar>
<Seminar>
<Seminar>
<Webinar>

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Call a licensed sales agent

<FPO>

<Rep Name>
<Rep License>
<000-000-0000> (TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al 000-000-0000 (TTY: 711)>

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45

Med Supp

Med Supp Recruitment Materials

DIN: GHHK7V2EN

 Languages

English only

Selling with Humana makes sense

-  Innovative tools
-  24/7 support
-  Competitive commissions

Get on the fast track to selling Humana Medicare Supplement Insurance Plans.

Call 1-800-833-6931
or
visit ignite.humana.com

Humana.

¹ Mark Farrah Associates, "Year-Over-Year Growth for Medicare Supplement," Mark Farrah Associates A Wave of Insight, April 27, 2017
² Landau, J. (2017, October 3). Health-care dilemma: 10,000 boomers retiring each day. February 26, 2018.
³ CSG Actuarial Research, "Medicare Supplement Market Projection," Feekin and Strack 2016
⁴ Humana membership data
⁵ Not available in all states

There's never been a better time to grow your business.

There are more ways to grow your Humana book of business inside.

Humana.

For agent use only, not for distribution

miss the opportunity to tap into this growing market, maximize your earning potential and partner with Humana, a Fortune 100 Company with 30+ years' experience in the Medicare industry.

discount:

- Members also have access to extra services such as SilverSneakers® and a 24-hour nurse advice line

But that's not all. Our rates are extremely competitive for members in many states.

Call 1-800-833-6931 or visit ignite.humana.com

Med Supp



SET THE PACE

with Humana

THE TIME IS ALWAYS NOW!

At Humana, we're investing more energy and resources into helping agents succeed. See how we can arm your sales force with the powerful tools and support they need to accelerate team sales and build their Humana books for the long haul. **Let's do this, together.**



Unrivaled FOCUS on Medicare

- One of the leaders in the quickly growing segment of Medicare Advantage¹
- Providing and servicing Medicare plans for 30 years²
- Nationwide footprint with over 8.5 million Medicare members³

Powerful suite of PRODUCTS

- A wide range of affordable plans created to meet the unique needs of those eligible for Medicare
- Medicare Advantage plans that combine health and prescription drug benefits
- Year-round selling opportunities for your agents



SUPPORT that goes the extra mile

- Local broker relationship managers and dedicated agent support
- New Enrollment Hub program to decrease enrollment times
- Improved Marketing Resource Center to provide materials your team needs
- Dynamic and easy to use agent portal

More REWARDING for your agents

- Qualify for our Elite Agent Program and receive additional benefits
- Humana commissions increased from 2017 to 2018⁴

Get your agents certified with HUMANA NOW

Our certification process is easy with online training options, plus local training opportunities. Get your sales force on the fast track to selling Humana Medicare Advantage plans today.

Call 1-800-833-6931 or visit ignite.humana.com to find out more.

Humana

¹<https://www.kff.org/medicare/issue-brief/medicare-advantage-2015-spotlight-enrollment-market-update/>
²www.ignite.humana.com
³Humana Inc. First Quarter 2018 Earnings Release 5/2/2018
⁴Source: Producer Partnership Plans 2017 & 2018 Comparison

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Med Supp Recruitment Materials

DIN: GHHK7KREN



Languages

English only

Med Supp

Better selling
STARTS TODAY

At Humana, we're investing more energy and resources than ever before into helping agents sell better. Our national Medicare Advantage footprint, advanced tools, dedicated support and competitive commissions bring you more ways to maximize your earning potential.
Let's do it right, together.



Get certified with HUMANA NOW

Our certification process is easier than ever with online training options, plus local training opportunities. Get on the fast track to selling Medicare Advantage today.

Call **1-800-833-6931** or visit **ignite.humana.com** to find out more.

Humana.

¹Humana Inc. Timeline." Louisville Business First, 23 Jan. 2017.
²Humana Inc. Timeline." Louisville Business First, 23 Jan. 2017.
³Humana Inc. First Quarter 2018 Earnings Release 5/2/2018.
⁴E.M. (2017, June 8). 1 in 3 beneficiaries now in Medicare Advantage program.
⁵Centers for Medicare & Medicaid Services, Monthly Contract and Enrollment Summary Report, (2018, February and 2015, February).
⁶Medicare Advantage 2017 Spotlight: Enrollment Market Update. (2017, June 6).
Note: Commission information varies by type of plan and by state and may be modified by Humana. Please reach out to your Humana Sales Rep for more details.
Source: Producer Partnership Plans 2017 & 2018 Comparison.

GHHK7FAEN

IT'S TIME
for Humana

More powerful ways to become a better agent

Humana.

Our agents are members of:

- Fortune 100 company with more than 50 years of experience in healthcare¹
- 30 years of experience in the Medicare industry²
- Over 8.5 million Medicare Advantage and Part D PDP members³



NOW'S THE TIME
to do MA right.

Call **1-800-833-6931** or visit **ignite.humana.com** to find out more.

More than 20 million people are likely to enroll in Medicare Advantage for 2018⁴

affordable plans created to meet the unique needs of adults 65 and over

BETTER resources, technology & support

We want our agents to succeed. That's why we arm you with the tools and support you need to accelerate your sales and build your client list.

- Easy-to-use enrollment tools
- Marketing Resource Center
- Local broker relationship managers and 24/7 support
- Agent portal to help you focus on growing your business

Med Supp Recruitment Materials

DIN: GHHK7FAEN



Languages


English only

Medicare Supplement Campaign

MEDICARE SUPPLEMENT

NEW PLANS → LOWER PRICES

New Humana Medicare Supplement plans and lower premiums can help with healthcare costs.



Medicare Parts A and B are a great start. It covers some of your healthcare, but not all—and not many prescriptions. Many people buy a Medicare Supplement Insurance plan to help cover costs Medicare may not pay. And there are other good reasons for this purchase:

- See any provider who accepts Medicare patients
- No networks, no referrals
- Stay covered when traveling in the U.S.
- No hidden costs or fees
- Renewal guaranteed—Humana cannot cancel your plan as long as you pay your premium and are truthful on your application

To help cover your medicines, Humana also offers prescription drug plans (PDPs). These stand-alone Part D plans, each with a specific drug list, are separate from Medicare. And many come with extras:

- Mail-delivery pharmacy service – up to a 90-day supply on most prescriptions
- Maximize Your Benefit® Rx – messaging to help you potentially save money
- SmartSummary™ – to help you track your plan use and spending
- MyHumana – your personal account to help you manage your PDP

Reliable coverage, lower cost

[Call a licensed Humana/Independent sales agent.]
Call today.
[1-800-000-0000] (TTY: 711)
[Español? 1-8XX-XXX-XXXX (TTY: 711)]
Monday – Friday, [call hours]

[AgentName] [License]
[AgencyName]
[AgentWebsite]

Humana.

The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent/producer or insurance company. Medicare Supplement insurance is available to those age 65 and older enrolled in Medicare Parts A and B and in some states to those under age 65 eligible for Medicare due to disability or end-stage renal disease.

Medicare Supplement insurance plans are not connected with or endorsed by the U.S. government or the federal Medicare program. Insured by Humana Benefit Plan of Illinois, Inc.

Coverage may be limited to Medicare-eligible expenses. Benefits vary by insurance plan and the premium will vary with the amount of benefits selected. Depending on the insurance plan chosen, you may be responsible for deductibles and coinsurance before benefits are payable. These policies have exclusions and limitations; please call your agent/producer or Humana for complete details of coverage and costs. AN OUTLINE OF COVERAGE MAY BE REQUESTED BY CONTACTING HUMANA. Policy form series MESNM10.

Humana is a stand-alone prescription drug plan with a Medicare contract. Enrollment in a Humana plan depends on contract renewal. This information is not a complete description of benefits. Contact the plan for more information. Limitations, copayments and restrictions may apply. Benefits, premium and member cost share may change on January 1 of each year.

Y0040_GHHK5BQEN
GHHK5BQEN

Humana Medicare Supplement Plans now with more competitive premiums!

New Humana Medicare Supplement Insurance Plans with more competitive premiums can help with healthcare costs.



Medicare Parts A and B are a great start. It covers some of your healthcare, but not all. Many people buy a Medicare Supplement insurance plan to help cover costs Medicare may not pay. And there are other good reasons for this purchase:

- See any provider who accepts Medicare patients
- No networks, no referrals
- Stay covered when traveling in the U.S.
- No hidden costs or fees
- Renewal guaranteed—Humana cannot cancel your plan as long as you pay your premium and are truthful on your application

Reliable coverage, more competitive premiums

Call a licensed Humana sales agent.
Call today.

Agent Photo

[AgentName] [License]
[AgencyName]
[Phone] (TTY: 711)
[PrePopHours]
[SpanishSpeaking]
[AgentWebsite]

Get more with Humana®...

- SilverSneakers® Fitness - at no additional cost! Access to 13,000 Fitness Centers with classes, fitness equipment and more - for all levels and abilities.
- Discounts for services such as vision, hearing, home care, and Lifeline® Alert Systems!

*The programs and services described are not insurance and are neither contractually offered nor guaranteed under Humana Medicare Supplement insurance policies. They may be provided by a third party, discontinued at any time, and are subject to geographic availability.

Humana.

The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent/producer or insurance company. Medicare Supplement insurance is available to those age 65 and older enrolled in Medicare Parts A and B and to those under age 65 eligible for Medicare due to disability or end-stage renal disease.

Medicare Supplement insurance plans are not connected with or endorsed by the U.S. government or the federal Medicare program. Insured by Humana Insurance Company.

Coverage may be limited to Medicare-eligible expenses. Benefits vary by insurance plan and the premium will vary with the amount of benefits selected. Depending on the insurance plan chosen, you may be responsible for deductibles and coinsurance before benefits are payable. These policies have exclusions and limitations; please call your agent/producer or Humana for complete details of coverage and costs. AN OUTLINE OF COVERAGE MAY BE REQUESTED BY CONTACTING HUMANA. Policy forms FLMESNM10A, FLMESNM10F(HD), FLMESNM10F, FLMESNM10G, FLMESNM10N.

FLHK56ZEN_SS

CSNP Flyer

Important Note: CMS Medicare Marketing Guidelines require “This is an advertisement” to be printed on envelopes containing advertising pieces like letters and flyers. It must be printed in the size equivalent of 12 point Times New Roman font or larger.



If you have

Cardiovascular Disorder

you may be eligible to enroll today in a Humana Medicare Advantage Plan focused on supporting these conditions.

With the <Plan Name>, you get the same coverage as Original Medicare—plus extra tools and resources you may need to help manage your condition. You also get benefits like:

- << Prescription drug coverage>
- << Doctor's office visits and hospital coverage>
- << Access to mail-delivery prescription drug coverage>
- << Emergency coverage at home and when you travel>
- << Chiropractic services>
- << SilverSneakers® gym membership>
- << Dental, vision and hearing coverage>
- << Enhanced nutritional counselling services>

And so much more!
You may enroll in this plan at any time if your medical condition is verified.



Call a licensed sales agent

<RepName>
<RepLicense>
<000-000-0000> (TTY: 711)
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<Humana.com/RepURL>
<En español? Llame gratis al
000-000-0000 (TTY: 711)>

You can also call now to reserve a spot at a neighborhood meeting to learn more:

<Seminar Location>
<Seminar Address>
<Seminar City>
<Weekday, Month Day>, <0 p.m.>



Humana.

Humana is a Coordinated Care HMO plan with a Medicare contract. Enrollment in any Humana plan depends on contract renewal. This information is not a complete description of benefits. Contact the plan for more information. Limitations, copayments and restrictions may apply. Benefits, premium and member cost share may change on January 1 of each year. You must continue to pay your Medicare Part B premium. This plan is available to individuals with certain chronic diseases. To qualify for a Chronic Disease Special Needs Plan, physician diagnosis of the disease must be verified. Enrollees whose condition is not verified will be disenrolled. A Humana licensed sales agent will be present with information and applications. For accommodation of people with special needs at sales meetings, call [[RepPhone]] (TTY: 711) [[PrePopHours]]. This is not a complete listing of plans available in your service area. For a complete listing, please contact 1-800- MEDICARE (TTY users should call 1-877-486-2048), 24 hours a day/7 days a week or consult www.medicare.gov.

Y0040_GHHJ4H7TE19_M





CSNP Flyer

DIN: GHHJ4H7TE19



Languages

English only

Dual SNP Flyer

Important Note: CMS Medicare Marketing Guidelines require “This is an advertisement” to be printed on envelopes containing advertising pieces like letters and flyers. It must be printed in the size equivalent of 12 point Times New Roman font or larger.



Hello, <Location>!

**Do you have both
<Medicaid> <MaineCare>
<Medi-Cal> and Medicare?**

Compare your current plan with <Plan Name>. You may find that Humana can give you more of the benefits you really want and need.

- < Affordable monthly plan premium>
- < Prescription drug coverage>
- < 24-hour nurse advice line>
- < Rewards for completing preventive health screenings and activities>
- < Doctor's office visits and hospital coverage>
- < Emergency coverage at home and when you travel>

And more we haven't listed!

Call a licensed sales agent

<FPO>

<RepName>
<RepLicense>
<000-000-0000> (TTY: 711)
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>

You can also call now to reserve a spot at a neighborhood meeting to learn more:

<Seminar Location>
<Seminar Address>
<Seminar City>
<Weekday, Month Day>, <0 p.m.>

Humana.

Humana is a Coordinated Care plan with a Medicare contract and a contract with the Maine Medicaid program. Enrollment in this Humana plan depends on contract renewal. This information is not a complete description of benefits. Contact the plan for more information. Limitations, copayments and restrictions may apply. Benefits, premium and member cost share may change on January 1 of each year. You must continue to pay your Medicare Part B premium. Premium and member cost share may vary based on the level of Extra Help you receive. Please contact the plan for further details. A licensed Humana sales agent will be present with information and applications. For accommodation of people with special needs at sales meetings, call 1-855-791-4087 (TTY: 711) [[PrePopHours]].

Y0040_GHHJ4HCTEN19_M

<FPO>

<YOUR LOGO HERE>

ANNUAL ENROLLMENT
DON'T FORGET
ENDS DEC. 7

Dual SNP Flyer

DIN: GHHJ4HCTEN19



Languages

English only

Banner Ad

Humana has new
Medicare health plans

Humana

<See our ad inside>
<See section <#>, page <#> for our ad.>




<Rep Name>
<Rep License #>
<000-000-0000> (TTY: 711)
8 a.m. – 8 p.m., seven days a week
<¿En español? Llame gratis al 000-000-0000> (TTY: 711)
<URL>

Y0040_GHHHXDQENI19

Strip Ad/Banner Ad 1

DIN: GHHHXDQENI19

 Languages

Spanish

Creole

<New to medicare?>
Medicare plans from Humana
cover more than original Medicare

Humana

<See our ad inside>
<See section <#>, page <#> for our ad.>



Call a licensed sales agent

<RepName> <RepLicense>
<000-000-0000> (TTY: 711)
<Monday – Friday, 8 a.m. – 8 p.m.>
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Y0040_GHHJJ7NEN19_M

Strip Ad/Banner Ad 2

DIN: GHHJJ7NEN19

 Languages

Spanish

Creole

52

Banner Ad

New to Medicare?

Turn to Humana for your medical and prescription drug coverage in one Medicare Advantage plan.

Humana

<See our ad inside>
<See section <#>, page <#> for our ad.>



Call a licensed sales agent
<RepName> <RepLicense>
<000-000-0000> (TTY: 711)
<Monday – Friday, 8 a.m. – 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>
Y0040_GHHJJ7PEN19_M

Strip Ad/Banner Ad 3

DIN: GHHJJ7PEN19

Languages

Spanish
Creole

<New to Medicare?> Get Medicare ready!

Humana

<See our ad inside>
<See section <#>, page <#> for our ad>



Call a licensed sales agent
<RepName> <RepLicense>
<000-000-0000> (TTY: 711)
<Monday – Friday, 8 a.m. – 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al 000-000-0000
(TTY: 711)>
Y0040_GHHJJ7QEN19_M

Strip Ad/Banner Ad 4

DIN: GHHJJ7QEN19

Languages

Spanish
Creole


Banner Ad

Choosing your first Medicare health plan is a big decision

Humana[®]

<See our ad inside.>
<See section <#>, page <#> for our ad.>


Call a licensed sales agent

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<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al 000-000-0000 (TTY: 711)>

Y0040_GHHJ4HAEN19

Strip Ad/Banner Ad 5

DIN: GHHJ4HAEN19

 **Languages**
Spanish
Creole


Living with <diabetes,> <cardiovascular disorder,>
<heart> <or> <lung> disease?

Find a Humana Medicare Advantage plan designed with you in mind.

Humana[®]

<See our ad inside.>
<See section <#>, page <#> for our ad.>


Call a licensed sales agent

 **<Rep Name>** <Rep License #>
<000-000-0000> (TTY: 711)
8 a.m. – 8 p.m., seven days a week
<¿En español? Llame gratis al **000-000-0000> (TTY: 711)**
<URL>

Y0040_GHHJJ7WEN19

Strip Ad/Banner Ad 6

DIN: GHHJJ7WEN19

 **Languages**
Spanish
Creole


Banner Ad

New to Medicare?

Call a licensed sales agent today.

Humana

<See our ad inside.> <See section <#>, page <#> for our ad.>




<Rep Name>
<Rep License #>
<000-000-0000> (TTY: 711)
8 a.m. – 8 p.m., seven days a week
<¿En español? Llame gratis al
000-000-0000> (TTY: 711)
<URL>

Y0040_GHHJ4H9EN19

Strip Ad/Banner Ad 7

DIN: GHHJ4H9EN19


-  **Languages**
- Spanish
- Creole

Turning 65 and have questions about Medicare?

Call a licensed sales agent today.

Humana

<See our ad inside.> <See section <#>, page <#> for our ad.>




<Rep Name>
<Rep License #>
<000-000-0000> (TTY: 711)
8 a.m. – 8 p.m., seven days a week
<¿En español? Llame gratis al **000-000-0000> (TTY: 711)**
<URL>

Y0040_GHHJ4H8EN19

Strip Ad/Banner Ad 8

DIN: GHHJ4H8EN19

-  **Languages**
- Spanish
- Creole

Banner Ad


What's better than a <4> out of 5 star Medicare plan?

A <4.5> out of 5 star Humana Medicare Advantage plan!

Learn about Humana Gold Plus® (HMO) <plan #> in <location>. Medicare evaluates plans based on a 5-Star rating system. Star Ratings are calculated each year and may change from one year to the next. Applicable to Humana Gold Plus (HMO) <plan #>.

Humana

<See our ad inside.> <See section <#>, page <#> for our ad.>




Call a licensed sales agent
<Rep Name>
<Rep License #>
<000-000-0000> (TTY: 711)
<Monday - Friday, 8 a.m. – 8 p.m.>
<¿En español? Llame gratis al
000-000-0000 (TTY: 711)>

Y0040_GHHJGLUEN19

Strip Ad/Banner Ad 9

DIN: TNHJGLUEN19

-  **Languages**
- Spanish

Creole

Dual

Carrying these cards?

DIN: GHHJJ8ATE19a

Languages

Spanish

Creole

[illegible]

Educational

Humana Guide 2pg

DIN: GHHHXDREN19



Languages

Spanish

Creole

[illegible]

Educational

Humana Guide 4pg

DIN: GHHJETKEN19a

Languages

Spanish

Creole

A Humana guide to Medicare

What are your options?

There are two main ways to get your Medicare coverage:

Original Medicare

Enrolled in both parts
of Original Medicare

- Part A (Hospital)
- Part B (Medical)

Plans won't add additional coverage, you'll have to purchase separate insurance for:

- Prescription drugs (Part D)
- Medical Supplement Insurance

You can also purchase additional coverage, like:

- Medical Supplement Insurance

Medicare advantage

Enrolled in Medicare advantage
plans that built in:

- Part A (Hospital)
- Part B (Medical)
- Part D (Prescription drugs)

Many plans give these benefits
included in one price:

- Medical coverage
- Prescription coverage
- Medical delivery pharmacy services
- 24-hour nurse advice line*

*Humana offers some Medicare
advantage plans without Part D
prescription drug coverage.

Let's take a look at what that means

What's Original Medicare?

Original Medicare is the federal program that all are entitled to. The other parts of Medicare are:

What are Medicare?

Part A (Hospital)
Enrolled in Medicare can't leave home without Part A.

Part B (Medical)
Enrolled in Medicare can't leave home without Part B.

Part D (Prescription drugs)
Enrolled in Medicare can't leave home without Part D.

Medical Supplement Insurance
Enrolled in Medicare can't leave home without Medical Supplement Insurance.

Prescription drugs
Enrolled in Medicare can't leave home without Prescription drugs.

Medical delivery pharmacy services
Enrolled in Medicare can't leave home without Medical delivery pharmacy services.

24-hour nurse advice line*
Enrolled in Medicare can't leave home without 24-hour nurse advice line.

*Humana offers some Medicare
advantage plans without Part D
prescription drug coverage.

What's a Medicare Advantage plan?

Humana offers Medicare Advantage plans without Part D prescription drug coverage.

Humana.

Humana offers Medicare Advantage plans without Part D prescription drug coverage.

Get Medicare Ready!

Understanding your Medicare options

You more value
and Medicare
options, what
next steps?

When you enroll?
You can enroll anytime during your open enrollment period. If you're already enrolled in Medicare, you can enroll anytime during your open enrollment period. If you're already enrolled in Medicare, you can enroll anytime during your open enrollment period.

What are your options?
You can enroll in Original Medicare, Medicare Advantage, or Medicare Supplement Insurance. You can also enroll in Medicare Advantage with Prescription Drug Coverage (MA-PD).

How can you help?
You can help by understanding your Medicare options and choosing the plan that best fits your needs.

Humana can help.
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Humana.

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A Humana guide to Medicare

Bringing you more value than Original Medicare

Understanding your Medicare options

Humana.

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30-60-90
Member Engagement Campaign

Coming Soon

Go365

What is Go365®?

Go365® is Humana's wellness program that rewards members for making healthier choices.

It's easy. Members who have Go365 as part of their plan benefits are automatically enrolled! They just have to start participating in eligible activities.

It's personal. Go365 recommends activities to help members get and stay on their personal path to wellness.

It's rewarding. Members earn rewards through the program.



CHOOSE HOW TO PARTICIPATE:

- ➔ **Prevention...** flu shots and certain preventative exams
- ➔ **Fitness...** like walking or attending SilverSneakers® classes
- ➔ **Community...** like taking classes at a Humana Guidance Center and volunteering



Members can spend what they earn

The Go365® Mall has gift cards for redemption



Remember: Rewardable activities must be redeemed by 12/31 or they are forfeited.

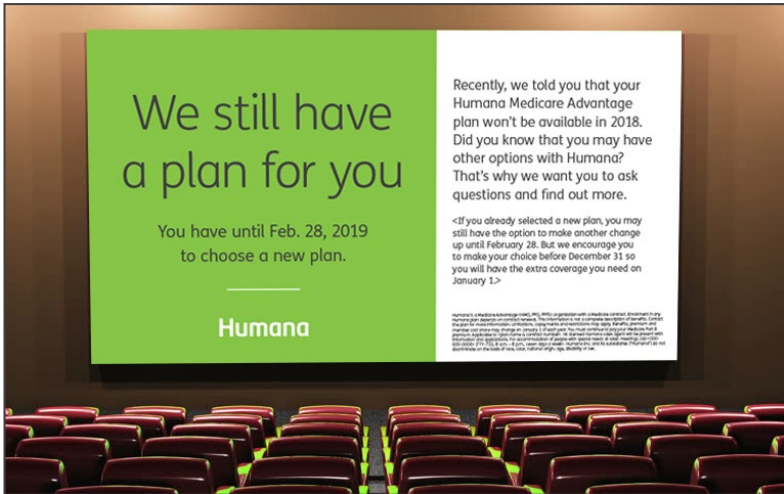
SilverSneakers Campaign

Coming Soon

Humana Pharmacy Campaign

Coming Soon

New to You Grassroots



Grassroots Campaigns:

\$0 Premium

GHHJETKEN19a

Alternate Big Zero

GHHJPP3TE19

Big Zero Big 3

GHHJFD5TE19

Carrying these Cards?

GHHJJ8ATE19a

Medicaid Enrollment Event-Seminar Focused

GHHJEWME19

Losing Coverage- Leaving the Area

GHHHCZTE19a

Part B Giveback

GHHHJEWGTE19

Part B Giveback- Just got better

GHHJF8LENTE19a

Plan Exit

GHHJ4H2EN19

Generic \$0 Premium

GHHHXZEN19_0_GEN

Generic Dual

GHHJYNAEN_GEN

Generic

Generic Switch & Save

DIN: GHXXZZEN_GEN



Languages

Spanish

Chinese

Korean

Switching your Medicare health plan

could help save you money.

Let's talk about if you may be able to save, and if so, how much.

If you are like most of us, you're probably looking for ways to save money. Give me a call to learn about affordable Medicare plan options that can help take care of your healthcare needs—and your pocketbook.

You may enjoy additional savings with:

- Affordable monthly premiums
- Prescription drug coverage
- Affordable doctor office visits
- Low hospitalization copays
- Wellness programs

*Not all benefits listed may be available on all plans or in a single plan benefit package. Plans without prescription drug coverage are also available.

To find a new plan for next year that may save you money, and I'll help you choose a plan that helps fit your needs.

<FPO>

<RepName>
<RepLicense>
<000-000-0000> (TTY: 1-800-000-0000)
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<En español? Llame gratis al 000-000-0000>

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Call a licensed sales agent
<000-000-0000 (TTY: 711)>

<Rep License>
<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<En español? Llame gratis al 000-000-0000 (TTY: 711)>

We represent Medicare Advantage [HMO, PPO and PFF] organizations with a Medicare contract. Enrollment in any plan depends on contract renewal. This is an advertisement. A licensed sales agent will be present with information and applications. For accommodation of persons with special needs at sales meetings, call <000-000-0000 (TTY: 711)>.
<Monday - Friday, 8 a.m. - 8 p.m.>

*P.O. Box 70209
<Louisville, KY 40270-0209>

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This is an advertisement.

Generic

You could be getting more benefits from Medicare

Let's talk about more benefits to help make your life easier


Now is the time to consider switching to a Medicare Advantage plan that gives you additional benefits. Call to learn about plans that may include:

- << Dental benefits>
- << Vision benefits>
- << Coverage for generic and brand name prescription drugs—even through the coverage gap>
- << Allowance for over-the-counter items, like aspirin and vitamins>

*Not all benefits listed may be available on all plans or in a single plan benefit package. Plans without prescription drug coverage are also available.


Together we can find a Medicare plan that may better meet your needs

Call a licensed sales agent



<RepName>
<ReLicense>
<000-000-0000>
(TTY: 711)

<Monday – Friday, 8 a.m. – 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al
000-000-0000 (TTY:711)>



<YOUR LOGO HERE>


Humana is a Medicare Advantage <HMO, PPO, etc.> plan, in this Humana plan depends on contract renewal. Benefits, premium and member cost share may pay your Medicare Part B premium. A licensed applications. For accommodation of people with (TTY: 711) <hours of operation>. Applicable to listing of plans available in your service area. (TTY users should call 1-877-486-2048), 24 hours a day/7 days a week or contact www.medicare.gov

GHHHH7CEN_GEN_M

Or call to reserve your seat at a seminar


Together we can find a Medicare plan that may better meet your needs

Call a licensed sales agent



<RepName>
<ReLicense>
<000-000-0000>
(TTY: 711)

<Monday – Friday, 8 a.m. – 8 p.m.>
<Humana.com/RepURL>
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Humana is a Medicare Advantage <HMO, PPO, etc.> organization with a Medicare contract. Enrollment in this Humana plan depends on contract renewal. This information is not a complete description of benefits. Contact the plan for more information. Limitations, exclusions and restrictions may apply. Benefits, premium and member cost share may change on January 1 of each year. You must continue to pay your Medicare Part B premium. A licensed Humana sales agent will be present with information and applications. For accommodation of people with special needs, at sales meetings, call <000-000-0000> (TTY: 711) <hours of operation>. Applicable to <plan name> <contract number>. This is not a complete listing of plans available in your service area. For a complete listing, please contact 1-800-MEDICARE (TTY users should call 1-877-486-2048), 24 hours a day/7 days a week or contact www.medicare.gov

GHHHH7CEN_GEN_M

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Generic More Benefits

DIN: GHHHY7CEN_GEN



Languages

Spanish

Chinese

Korean

Generic

Generic AEP Is Here

DIN: GHHJXWMEN_GEN



Languages

Spanish

Chinese

Korean

Annual Enrollment Period is here

for Medicare Advantage and prescription drug plans.

Enrollment begins October 15.

We can help!

Know your options:

- Has your Medicare plan changed?
- Does your doctor no longer accept your plan?

The time is now

Be an early bird and call now so you enjoy the upcoming holidays stress-free. To find a new plan for next year that may save you money, call me today! I'm a licensed sales agent and I'll help you choose a plan that helps to fit your needs and your budget.

<RepName>
<RepLicense>
<000-000-0000>
(TTY: 711)

<Monday - Friday, 8 a.m. - 8 p.m.>
<Humana.com/RepURL>
<¿En español? Llame gratis al 000-000-0000 (TTY:711)>

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<000-000-0000 (TTY: 711)>

Or call to reserve your spot at a seminar

<RepName>
<RepLicense>
<000-000-0000 (TTY: 711)>
<¿En español? Llame gratis al 000-000-0000 (TTY: 711)>

<Seminar Location>
<Seminar Address>
<Seminar City>
<Seminar Date, Time>
<¿En español? Llame gratis al 000-000-0000 (TTY: 711)>

We represent Medicare Advantage HMO, PPO and PFFS organizations with a Medicare contract. Enrollment in any plan begins on contract renewal. This is an advertisement. A licensed sales agent will be present with information and applications for accommodation of persons with special needs at sales meetings, call 1-800-000-0000 (TTY: 711). <Monday - Friday, 8 a.m. - 8 p.m.>

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<FPO>
<YOUR LOCAL HERE>

Humana is a Medicare Advantage <HMO, PPO, PFFS> Humana plan depends on contract renewal. This is the plan for more information. Limitations, copay, member cost share may change on January 1 of premium. A licensed Humana sales agent will be present with information and applications for accommodation of persons with special needs at sales meetings, call 1-800-000-0000 (TTY: 711). <Monday - Friday, 8 a.m. - 8 p.m.>

GHHJXWMEN_GEN_M

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<FPO>
<YOUR LOCAL HERE>

Generic

Premiums \$ as low as \$0

Switching your Medicare health plan could help save you money.

Let's talk about if you may be able to save, and if so, how much.

If you are like most of us, you're probably looking for ways to save money. Give me a call to learn about affordable Medicare plan options that can help take care of your healthcare needs—and your pocketbook. You may enjoy additional savings with*

- < Prescription drug coverage>
- < Low hospitalization copays>
- < Affordable doctor office visits>
- < Wellness programs>
- < Premiums as low as \$0 per month in some areas>

*Not all benefits listed may be available on all plans or in a single plan benefit package. Plans without prescription drug coverage are also available.

To find a new plan for next year that may save you money, call now. I'll help you choose a plan that

Call a licensed sales agent
<000-000-0000 (TTY: 711)>

<Rep Name>
 <Rep License>
 <Monday – Friday, 8 a.m. – 8 p.m.>
 <Humana.com/RepURL>
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Call a licensed sales agent
<000-000-0000 (TTY: 711)>

<RepName>
 <RepLicense>
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Or call to reserve your spot at a seminar
 <Seminar Location>
 <Seminar Address>
 <Seminar City>
 <Seminar, Month Day>
 <@g.m.>

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GHHHXZZEN_0_GEN_M

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Generic \$0 Premium

DIN: GHHHXZZEN_0_GEN



Languages

Spanish

Chinese

Korean

Generic

Got these cards?

Medicare + Medicaid

\$0 monthly premium

You may also be able to get more benefits for no additional cost, such as coverage for:

- << Dental, vision and hearing>
- << Prescription drug coverage>
- << Fitness program—gym membership>
- << And more we haven't listed!>

I am a licensed sales agent and can help you. Let's talk about how Medicare Advantage plans may be able to help you get more benefits than you get with Original Medicare, and you still keep your state Medicaid benefits.

<FPO>

<RepName>
<RepLicense>
<000-000-0000>
(TTY: 711)

<Monday - Friday, 8 a.m. - 8 p.m.>
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<FPO>

<YOUR
LOGO
HERE>

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HERE>

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<FPO>

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Generic Dual

DIN: MULTIPLAN_GHHJYVWEN

Languages

Spanish

Chinese

Korean

69

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