

HEALTHCARE INSIGHTS

2020 Medicare AEP Campaign Highlights

Health Insurers with Strong Enrollment Growth



media logic®

March 2020

OVERVIEW

Each year, following the Medicare Annual Election Period (AEP), Media Logic takes a look at overall enrollment numbers to see which health insurers had substantial, year-over-year (YoY) enrollment gains. From there, we gathered creative examples* of their direct mail marketing efforts to see if plans employed any interesting creative approaches.

Direct mail is only one of many marketing tactics used by health insurers during AEP. Still, it can incorporate a lot of detail, providing a good lens for us to look closely at how plans are positioning themselves. Most plans with significant gains focused their campaigns around their supplemental benefits. These benefits provide a real differentiator, especially in markets with a sea of \$0 premium offers.

Of course, we know that marketing elements play just a part in each brand's enrollment growth; many additional factors come into play. These include market competition, broker commission/incentives, mergers & acquisitions, the structure of Medicare plans themselves, along with other components ranging from pricing and plan benefits to the plan's provider network.

2020 AEP Enrollment Data

Plan	Enrollment	Est. AEP Gain	% Change	Creative Samples in Deck
UnitedHealthcare	3,568,882	273,515	8.3%	
Aetna Medicare	1,418,820	203,036	16.7%	✓
Humana	3,333,551	164,776	5.2%	
WellCare	411,066	46,969	12.9%	✓
Cigna	381,582	44,495	13.2%	
Anthem Blue Cross Blue Shield	369,408	20,910	6.0%	
Anthem HealthKeepers	62,109	19,067	44.3%	✓
Blue Cross And Blue Shield Of Louisiana	14,716	14,117	2356.8%	✓
Amerigroup	58,876	11,395	24.0%	✓
Priority Health Medicare	146,163	11,202	8.3%	
Devoted Health	15,074	10,737	247.6%	✓
Clover Health	52,506	10,162	24.0%	
Alignment Health Plan	57,820	10,074	21.1%	✓
Allwell	54,604	9,551	21.2%	
Highmark Inc.	151,125	8,285	5.8%	

Enrollment current as of 1/28/2020

Aetna

■ Key observations:

- New, rich supplemental benefits: \$2,000 dental benefit, OTC benefit, and transportation
- \$10 reward card to call to learn more

aetna
medicare solutions

Aetna Medicare has its advantages
Get coverage you expect that goes beyond Original Medicare:

- Monthly plan premiums starting at \$0
- ✓ HMO plans starting at \$0 premium
- ✓ A network of doctors and hospitals you know and trust, including Oak Street Health
- ✓ An HMO plan with \$0 copays for a 30-day supply of Tier 1 and Tier 2 medications, including prescription drug gap coverage

Medicare Annual Enrollment ends December 7
Switch to coverage built for the whole you

Switch now to an Aetna Medicare Advantage plan
Age actively with benefits focused on you

OAK STREET HEALTH

Plus extra benefits for your personal and financial wellness:

- A \$2000 annual coverage benefit for preventive and comprehensive dental services
- Up to \$25 to spend on over-the-counter items from our health and wellness catalog each month
- Transportation to and from select locations, including medical appointments - up to 24 one-way trips

\$10 VISA® REWARD CARD
Get a \$10 Visa Reward Card when you call to learn more.

It's worth your time to explore your options

We're here to help.
In Pennsylvania, call to learn more or make an in-home appointment:
1-833-228-1521 (TTY: 711)
8 a.m. to 8 p.m., 7 days a week.
A licensed agent will answer your call.
\$10 Get a \$10 Visa Reward Card when you call to learn more. There's no obligation to enroll.

Why choose Aetna?
Simple. We know that good health is more than just physical. We also know that you have health goals you want to achieve. That's why our Medicare Advantage plans are designed to take care of the whole you — body, mind and spirit. We've been providing care, trust and access to Medicare coverage for over 50 years. And we're committed to helping you age actively.
Discover the difference our total approach to health and wellness can make.

Explore your plan options online now at AetnaMedicare.com/OA07A8

Get the benefits you want now
Switch to a Medicare Advantage plan with a total approach to your health and wellness

AetnaMedicare.com

There's nothing holding you back
Aetna Medicare Advantage plans come with rich benefits designed to help you age actively. So take control of your Medicare health coverage. Switch to a plan with a total approach to your health and wellness.

Medicare Annual Enrollment ends December 7.
Don't wait to enroll in a plan.

Schedule a personal call online now at AetnaMedicare.com/start2

Or call now and we can help you enroll on the phone:
1-833-220-2394 (TTY: 711)
8 a.m. to 8 p.m., 7 days a week. Mention this RSP code. An Aetna representative will answer your call.
\$10 Get a \$10 Visa Reward Card when you call to learn more. There's no obligation to enroll.

WellCare
Beyond Healthcare. A Better You.
P.O. Box 31564
Tampa, FL 33631-3364

**YOU ONLY HAVE UNTIL DEC 7
TO CHOOSE YOUR 2020 HEALTH PLAN.**

\$0 or low Monthly Plan Premium
or low Co-Payments

**DO YOU QUALIFY
FOR EXTRA HELP?**

If you have limited income
and resources, you may
qualify for EXTRA HELP
paying for your healthcare.

**Call us today
we'll find out.**

**Time is limited. You only have until December 7 to choose
Medicare health plan for 2020.** We can help you understand
options and select the plan that best fits your situation.

One option is a Medicare Advantage plan that offers **EXTRA**
you may not be receiving today -- including real savings on
doctor, hospital and prescription drug coverage.

WellCare health plans are designed to give you **MORE** than
Medicare, plus many other **VALUABLE BENEFITS** like ...

- \$0** \$0 or low monthly plan premium
- \$0** \$0 or low co-payments
- +** Dental, vision & hearing coverage
- +** Prescription drug coverage
- +** FREE Over-the-Counter Healthcare Items
- +** FREE Nurse Advice Line

**You can get EXTRA benefits for 2020, but time is limited.
The Annual Election Period ends December 7. Call today to discuss your options.**

1.877.890.0054 (TTY 711)
8a.m. - 8p.m. | 7 days a week

WellCare
Beyond Healthcare. A Better You.

(see other side for more details...)

**THE TIME IS NOW! You only have until December 7
to choose a Medicare health plan.**

WellCare health plan benefits are designed to provide
better value, better care. With a **\$0 or low monthly
premium**, all of our plans offer hospital and medical
coverage (parts A and B), plus added benefits like ...

- \$0** \$0 or low monthly plan premium
- +** Specialists visits
- +** Primary care doctor visits
- +** FREE Preventive screenings and shots

You only have a limited time to get affordable coverage
that goes beyond the basics. Call today to discuss your
health plan options.

Sincerely,
Alan R. Smith
Alan R. Smith, MD
Sr. Corporate Medical Director
WellCare Health Plans, Inc.

**ALL-IN-ONE
GUIDE**

P.S. Want more information? Call today
and we'll mail you a **FREE 2020 All-in-One
Guide!** It's an easy-to-follow overview of the
valuable coverage you need.

Lock in your EXTRA benefits for 2020.
1.877.890.0054 (TTY 711)
8a.m. - 8p.m. | 7 days a week
Or visit joinWellCare.com

WellCare
Beyond Healthcare. A Better You.

WellCare Health Plans, Inc. is an HMO, PPO, PFFS plan with a Medicare contract. Enrollment in our plans depends on contract renewal. Free gift
without obligation to enroll. Please contact your plan for details. WellCare Health Plans, Inc. complies with applicable Federal civil rights laws and
does not discriminate on the basis of race, color, national origin, age, disability, or sex. **ATTENTION:** If you speak a language other than English,
language assistance services, free of charge, are available to you. Call 1-877-374-4056 (TTY: 711). **ATENCIÓN:** si habla español, tiene a su disposición
servicios gratuitos de asistencia lingüística. Llame al 1-877-374-4056 (TTY: 711). **注意:** 如果您使用繁體中文，您可以免費獲得語言
援助服務。請致電 1-877-374-4056 (TTY: 711)。

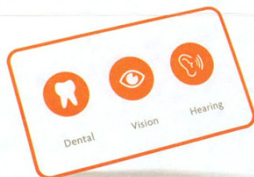
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WellCare

- **Key observation:**
 - Sidebar callout for Extra Help

WellCare
Beyond Healthcare. A Better You.

**Get extra Medicare coverage where you need it most.
Introducing Flex Card from WellCare.**



**You have until December 7
to choose Medicare coverage
for 2020.**

**Learn more about how the
NEW Flex Card benefit from
WellCare can work for you.**



**1.844.939.0110
(TTY: 711)
8a.m.– 8p.m. | 7 days a week**



or visit JoinWellCare.com

Dear |

It's time to choose a Medicare plan for 2020. Meet the one that lets you personalize your coverage—a WellCare Medicare Advantage, with Flex Card.

A WellCare Flex Card is a new benefit that comes with select WellCare Medicare Advantage plans. It gives you the freedom to extend coverage for your dental, vision or hearing needs.

Here's how it works. When you choose a WellCare Medicare Advantage plan with Flex Card, it's part of your plan. The card is pre-funded with a set amount. You can use it to pay for dental, vision or hearing needs beyond what's covered, like dentures, sunglasses or hearing support devices—it's your choice.

You can also use Flex Card funds to cover qualifying costs that exceed your plan allowances, like extra visits to a provider. And, you can use your Flex Card benefit both in- or out-of-network, so you can choose the provider you want, without paying more out of pocket.

Interested? Contact us to learn how a WellCare Medicare Advantage plan with the NEW Flex Card can work for you. You only have a limited time to get affordable coverage that goes beyond the basics. **Call today 1.844.939.0110 (TTY 711).** 7 days a week, 8 am – 8 pm, or visit us at JoinWellCare.com.

Alan R. Smith, MD
Sr. Corporate Medical Director
WellCare Health Plans, Inc.

071621

WellCare

■ Key observation:

- Introduction of *Flex Card*
 - Card is pre-funded with amount to use toward dental, vision and hearing and/or provider co-pays; giving the member greater control
- Available with select WellCare MAPD plans



Request your **FREE MEDICARE FACT CHECK CONSULTATION** within the next 4 business days, and we'll send you the **FREE GIFT CARD** shown below.

There is no obligation to enroll for requesting this **FREE CONSULTATION**.

LIMITED-TIME OFFER

Gift Card \$10

Get the facts about your Medicare options for 2020—and get a FREE GIFT.

Dear I,

Considering the only thing you have to do is get your **FREE Medicare Fact Check Consultation**, a **FREE** gift card worth \$10 is a generous offer.

But the real value in this offer is the **FREE** Medicare Consultation you'll receive.

Because when it comes to choosing your Medicare coverage, it's always a good idea to **check the facts** and make sure that any plan you're considering offers you the coverage and value you deserve, including a monthly premium as low as \$0 and easy access to the doctors, hospitals and pharmacies you prefer.

Don't wait. Call today for your **FREE Medicare Fact Check Consultation**. When you do, we'll send your **FREE \$10 gift card**. There's **absolutely NO obligation** to enroll and the gift card is yours with our compliments. We look forward to hearing from you.

Sincerely,

Brian P. Keller
 Brian P. Keller
 Senior Vice President and Chief Marketing Officer
 Blue Cross and Blue Shield of Louisiana

Gift Card \$10

Call for your FREE Medicare Fact Check Consultation

Get a FREE GIFT CARD worth \$10 and a free information kit.

1-800-515-1148 (TTY: 711)

Lloyd Aucin
 You may call to request your **FREE GIFT CARD** with **absolutely no obligation** to enroll.

Blue Cross and Blue Shield of Louisiana (BCL) offers Blue Advantage (BMA). Blue Cross and Blue Shield of Louisiana, incorporated as Louisiana Health Service & Indemnity Co., offers Blue Advantage (BMA). Both are independent members of the Blue Cross and Blue Shield Association.

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FACT CHECK your options to be sure you have a TRUE ADVANTAGE

PROVIDER: See YOUR doctors & use YOUR hospitals. Blue Cross and Blue Shield of Louisiana has over 12,000 doctors statewide and 100 hospitals – call to verify your doctor and hospital are in network.

PHARMACY: Find YOUR drugs and the convenience to pick them up at YOUR pharmacy.

PLAN VALUE: Enjoy overall plan value for YOU (wellness rewards and the package of benefits that meets YOUR individual needs).

1-800-515-1148 (TTY: 711)
 8 a.m. to 8 p.m., 7 days a week

One gift per Medicare-eligible beneficiary. Medicare Parts A, B & C. Gift card must be used by the beneficiary. The gift card will be mailed in a single batch before the end of the month. Blue Cross and Blue Shield of Louisiana represents an HMO plan with a Medicare contract. Blue Advantage from Blue Cross and Blue Shield of Louisiana is a PPO plan with a Medicare contract. Enrollment in either Blue Advantage plan depends on contract renewal.

Blue Cross Blue Shield of Louisiana

■ Key observations:

- “Fact Check” – unique CTA to consult with an advisor to make sure you’re on the best plan for your needs
- Incentive offer – call for free \$10 gift card and free info kit
- Urgency – reply within 4 business days

Blue Cross Blue Shield of Louisiana

It's time to make your Medicare choice for 2020.



Louisiana

P.O. Box 98508
Baton Rouge, LA 70884-9957

PSRST STD
U.S. POSTAGE
PAID
MAILED FROM
ZIP CODE 70821
PERMIT #1559

An important message for our former member.

IMPORTANT MESSAGE FOR OUR FORMER MEMBER



Blue Cross and Blue Shield of Louisiana is still here for you.



You'll probably agree that it's important to get as much value as possible from your Medicare coverage.

With that in mind, we want you to know that Blue Cross and Blue Shield of Louisiana is still here for you. If you are not satisfied with the coverage, cost, or service provided by your current Medicare plan, let us help.

You'll find that we offer a wide range of Medicare Advantage plan options to fit a variety of needs.

With Blue Advantage (HMO) | Blue Advantage (PPO) you'll have access to our extensive network of doctors and hospitals, with \$0 visits to your primary doctor. It's likely that your current doctor is in our network. Call and find out.

We'll be happy to explain all the benefits and help you choose the plan that's right for you.

Take a moment to call or go online to find out more. It's that simple. There's no obligation.

There's a good chance you could be getting more from your Medicare plan with Blue Cross and Blue Shield of Louisiana. Let us help you find out.

Sincerely,

Brian P. Keller

Brian P. Keller
Senior Vice President and Chief Marketing Officer
Blue Cross and Blue Shield of Louisiana

Call today to request your **FREE** information kit.

1-855-325-3685 (TTY: 711)

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

Or visit: www.bcbslaplan.com/back

Blue Cross and Blue Shield of Louisiana HMO offers Blue Advantage (HMO). Blue Cross and Blue Shield of Louisiana, incorporated as Louisiana Health Service & Indemnity Co., offers Blue Advantage (PPO). Both are independent licensees of the Blue Cross and Blue Shield Association.

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Welcome home.



Blue Cross and Blue Shield of Louisiana has been serving our Louisiana neighbors for 85 years.

It would be our privilege to answer your important questions and help you get the right Medicare coverage for your needs.

Rediscover the Benefit of Blue.SM

Blue Advantage (HMO) is a product of Blue Cross and Blue Shield of Louisiana HMO. Blue Advantage (PPO) is a product of Blue Cross and Blue Shield of Louisiana.

Welcome Home

For our valued former member:

Check out the **new benefits** and see how you can have affordable Medicare coverage and peace of mind for 2020 and beyond.

Rediscover the Benefit of Blue.SM

19EN7097 08/19



■ Key observation:

- Win-back campaign; targeted mailing to former members, messaging includes:
 - "Check out new benefits"
 - "Still here for you"
 - "Rediscover the Benefit of Blue"



Louisiana

Amerigroup Medicare

We're here to help

Our licensed Medicare specialists can help you explore your options and make it easy to enroll in a new plan with extra benefits. They can even come to your home and give you one-on-one personalized assistance.

Call 1-855-619-3823 (TTY: 711) REF ID

8 a.m. to 8 p.m. Local Time, 7 days a week or visit www.amerigroup.com/medicare

Get extra Medicare benefits at no extra cost



3075 Vandercar Way | Cincinnati, OH 45209



TENNESSEE RESIDENTS:

Get FREE transportation to doctor visits... and more

Call 1-855-619-3823 (TTY: 711)
8 a.m. to 8 p.m. Local Time, 7 days a week or visit www.amerigroup.com/medicare

Dear

You owe it to yourself to consider an affordable, dependable plan from Amerigroup. In addition to doctor, hospital and prescription drug coverage, you'll enjoy a variety of valuable extras. Here are just a few of the many benefits you'll receive...



Transportation assistance

Convenient, reliable rides to your doctor appointments



Vision benefits

Routine exams and up to \$425 annually for glasses



Personal Emergency Response System

Dependable resource to give you peace of mind



Over-the-counter allowance

Get up to \$310 every 3 months for health care items

Amerigroup Special Needs plan, you get that and more. Protect yourself from the high cost of care with a predictable plan that gives you more.

Don't miss your chance to lock in your extra benefits:

Call 1-855-619-3823 (TTY: 711) REF ID

8 a.m. to 8 p.m. Local Time, 7 days a week or visit www.amerigroup.com/medicare

You can also call to schedule a FREE in-home consultation



Get \$310 every 3 months toward over-the-counter health items at Walmart



You'll receive money to spend on over-the-counter (OTC) health care products with your Amerigroup plan. You'll get up to \$310 to spend every 3 months on important things like toothpaste, vitamins, blood pressure cuffs and more at convenient, neighborhood stores like Walmart.

Dollar amounts may vary by county. Call for more information.

Amerigroup Inc., is an HMO/DAIP plan with a Medicare contract and a contract with the State Medicaid program. Enrollment in Amerigroup Inc., depends on contract renewal. This information is not a complete description of benefits. Other Pharmacies/Physicians/Providers are available in our network. This policy has exclusions, limitations, and terms under which the policy may be continued in force or discontinued. For more information on benefits, please contact your agent or the health plan. We do not discriminate on the basis of race, color, national origin, sex, age or disability in our health programs and activities.

AM_003 CMS Accepted 10/01/2019

0204 REF ID X850

■ Key observations:

- New, rich supplemental benefits
 - Transportation
 - Personal emergency response system (PERS)
 - \$310 OTC at Walmart
 - \$0 price point is also reinforced



Devoted Health Plans

■ Key observations:

- Retail/coupon approach, appealing to the value-oriented consumer
- Up to \$3,500 annual savings
- "Coupon" for each savings item
- Part B premium reduction offer
- \$1,140 back in your Social Security check (annually)

Call today to learn more and enroll.
1-800-739-4631 TTY 711
¿Español? 1-800-908-1436



\$0 Monthly Plan Premium

Time's running out! Don't miss your chance to join a plan that keeps you (and your savings) at your best.

With Devoted, you'll get the benefits you need at a cost you can afford. Why settle for anything less?

Your Plan

PALM BEACH HMO PLAN

- ☒ **Inpatient Hospital Stays** as low as \$50
- ☒ \$0 copay for **Rides to Doctors' Visits**
- ☒ \$0 copay for **Primary Care Visits** and only \$10 copay for **Specialist Visits**
- ☒ \$0 copay for **ALL Tier 1-2 Prescription Drugs** and only \$20 for **Tier 3 Prescription Drugs**
- ☒ \$0 copay for **Insulin and Diabetic Supplies**
- ☒ \$0 copay for **Labs and X-rays**
- ☒ \$0 copays for **Comprehensive Dental Services** like deep cleanings, dentures and extractions
- ☒ \$0 copay for **Routine Vision and Hearing Exams**
- ☒ **\$1,200** per year towards **Hearing Aids** (\$600 per ear)
- ☒ **\$900** a year to spend on **Over-the-counter Items**
- ☒ **\$150** Wellness Bucks to spend on fitness programs and devices like an **Apple Watch®**

MORE SAVINGS!

\$1,140 Cash Back

Ask about our **Essentials HMO Plan** that gives you cash back to your Social Security paycheck — **\$95 every month!**

Too busy to call?

Just send in this card to learn more and get your **FREE Medicare Comparison Guide**.

BUSINESS REPLY MAIL

POST OFFICE BOX 310237
EAGAN, MN 55121-9950

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



☒ See inside for your **FREE** benefits comparison checklist.

Call today to learn more and enroll.
1-800-739-4631 TTY 711
¿Español? 1-800-908-1436



**Deep benefits.
Big savings.
That's Devoted.**


UP TO
\$3,500 Annual Savings


Check inside to learn more.

PO Box 310237
Eagan, MN 55121

POST OFFICE BOX 310237
EAGAN, MN 55121-9950

SAVE \$250
 **Eyewear**

SAVE \$1,200
 **Hearing Aids**

SAVE \$1,000
 **Dental Services**

SAVE \$900
 **OTC Items**

SAVE \$150
 **Wellness Bucks**



Devoted
HEALTH PLANS

LEARN HOW TO
**Switch and Save
with our FREE
Medicare Guide**

See inside for details. →

\$0 Medicare HMO Plan Premium

Doctor Visits \$0 copay	Tier 1-2 Drugs \$0 copay	Dental Services \$0 copay	Transportation \$0 copay
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Trusted Local Hospitals

You don't have to settle when it comes to getting the care you need. At Devoted, we're proud to partner with these trusted hospitals:

- Bethesda Hospital East & West
- Boca Raton Regional Hospital
- Delray Medical Center
- Good Samaritan Medical Center
- JFK Medical Centers
- Lakeside Medical Center
- Palm Beach Gardens Medical
- Palms West Hospital
- St Marys Medical Center
- West Boca Medical Center
- and more**

MORE SAVINGS

UP TO
\$1,140 Cash Back

Ask about our Essentials HMO Plan. It gives you cash back in

\$0 Monthly Plan Premium PLUS

0 copays for...

Doctors' Visits Coverage for primary care provider visits	Prescription Drugs Coverage for Tier 1-2 prescription drugs	Acupuncture You're covered for 12 visits per year
Routine Vision & Hearing Routine exams to check on your eyes and ear health	Transportation Rides to doctor's visits and pharmacies	Lab & X-rays In provider offices, labs or urgent care facilities

And, ways to save up to \$3,850 a year

Dental Services Along for things like deep cleanings, dentures, extractions, and more	Eyewear Along for eyeglasses and contacts	Hearing Aids Along for hearing aids (up to \$750 per ear)
Over-the-counter To spend on items like toothpaste, vitamins, blood pressure cuffs, and more	Wellness Bucks To spend on fitness programs and devices like an Apple Watch*	SilverSneakers Free access to over 14,000 fitness centers across the country

Questions? Call us at 1-800-684-6141

¿Español? 1-800-891-6141



Dear

We believe in health plans that work for you. That means a long list of benefits, doctors and hospitals you can trust, drug and dental coverage, and a team of people on your side to make it all go right. That's Devoted.

What's so great about our Palm Beach HMO plan?

You'll be covered. With broad, deep benefits for everything from dental to acupuncture, we've got your back (and front and everything else). And you won't spend where you don't need to.

You'll feel like we know you. Because that's how you'll get the right care. With personalized teams, rewards, and more, you'll get the most from your plan — and from us.

Your healthcare will be easier. For starters, we answer your phone calls quickly. And when it comes to getting the care you need, we work hard so you don't have to.

Call 1-800-684-6141 (TTY 711) to learn more.
We look forward to hearing from you!

Sincerely,

Darlei Quintana
Florida Market President, Devoted Health



**FREE
Medicare Plan
Comparison
Guide***

Don't miss out on important benefits!
Read our guide before you choose your next plan.

Yes, tell me how I can

Call me at:



Email me at:



We'll send your FREE guide to:

\$0 Monthly Plan Premium AND \$0 Copays for:

Transportation
Unlimited rides to doctors' visits and pharmacies

Doctors Visits
Primary care and only \$10 specialist visits

Prescription Drugs
All tier 1-2 prescription drugs and only \$20 copay for tier 3

Insulin
Insulin and diabetic supplies

UP TO
\$3,500 Annual Savings

\$250 toward glasses or contact lenses

\$1,200 for hearing aids (\$600 for each ear)

\$1,000 in comprehensive dental services

\$900 (\$75 a month) to spend on over-the-counter healthcare products

\$150 to spend on fitness programs and devices like an Apple Watch*

Devoted Health Plans

■ Key observations:

- New, rich supplemental benefits
- Transportation (unlimited rides)
- \$900/year OTC
- \$1,000 comprehensive dental
- Emphasis on \$0 premium and \$0 co-pays
- Plus, promotes up to \$3,500 annual savings in discounts and allowances

Alignment Healthcare

■ Key observation:

- Access On-Demand Concierge
- “Black Card for Health Care”
- 24/7 concierge service for members

INTRODUCING ANOTHER FIRST.

A **BLACK CARD FOR HEALTH CARE.**



ALL THE PERKS, WITHOUT ALL THE COSTS.
ONLY FROM ALIGNMENT HEALTH PLAN.

ALIGNMENT

ACCESS THE DIFFERENCE
WITH BLACK CARD LEVEL HEALTH CARE



Alignment Healthcare
ACCESS
ON-DEMAND CONCIERGE
Your Name Here

Around-the-clock availability via phone, online or mobile app, our **ACCESS On-Demand Concierge** will assist you with making doctor/specialist appointments, scheduling transportation, accessing benefits, discussing health-related topics with a clinician and more. The **ACCESS On-Demand Concierge** service is available to every member 24 hours a day, 7 days a week, with no extra charge.

THE BENEFITS YOU EXPECT
THE CARE YOU DESERVE

With **Alignment Health Plan Platinum (HMO)**, you'll receive the benefits you expect from a Medicare Advantage Plan. Plus, our **ACCESS On-Demand Concierge** service is always available for a higher level of service and care.

\$0 24/7 Concierge Care	\$0 Monthly Premium	\$0 Primary Care + Specialist Visits
\$0 Gym Membership	\$0 30- and 100-day Supply of Tier 1 Generic Drugs	\$0 Dental and Vision Exams

Additional coverage for drugs typically not covered by Medicare, like generic Viagra* and more, on our Bonus Drug List.

A PLAN THAT OFFERS WHAT MOST WON'T

CARE THAT'S CLOSE TO YOU

WELLNESS REWARDS
Earn rewards for completing eligible health activities such as getting a flu shot, mammogram, diabetic eye exam and more.

OVER-THE-COUNTER (OTC) ITEMS
\$0 copay/\$40 allowance every month, no rollover*

EYEWEAR
\$200 glasses or contacts allowance per year

ON-DEMAND ACCESS ONLINE
Member portal and mobile app to check plan benefits, claims and more

*Limited to Medicare-eligible items

Find out more about our **excellent plans with exclusive benefits.** Attend an upcoming Alignment Health Plan meeting near you.

10/15/19 10:00 A.M. Denny's	6970 Alvarado Rd San Diego, CA 92120
10/15/19 2:00 P.M. SACP	1430 E Plaza Blvd National City, CA 91950
10/16/19 10:00 A.M. Denny's	2440 El Cajon Blvd San Diego, CA 92104
10/16/19 10:30 A.M. Coco's Bakery Restaurant	825 W San Ysidro Blvd San Ysidro, CA 92173

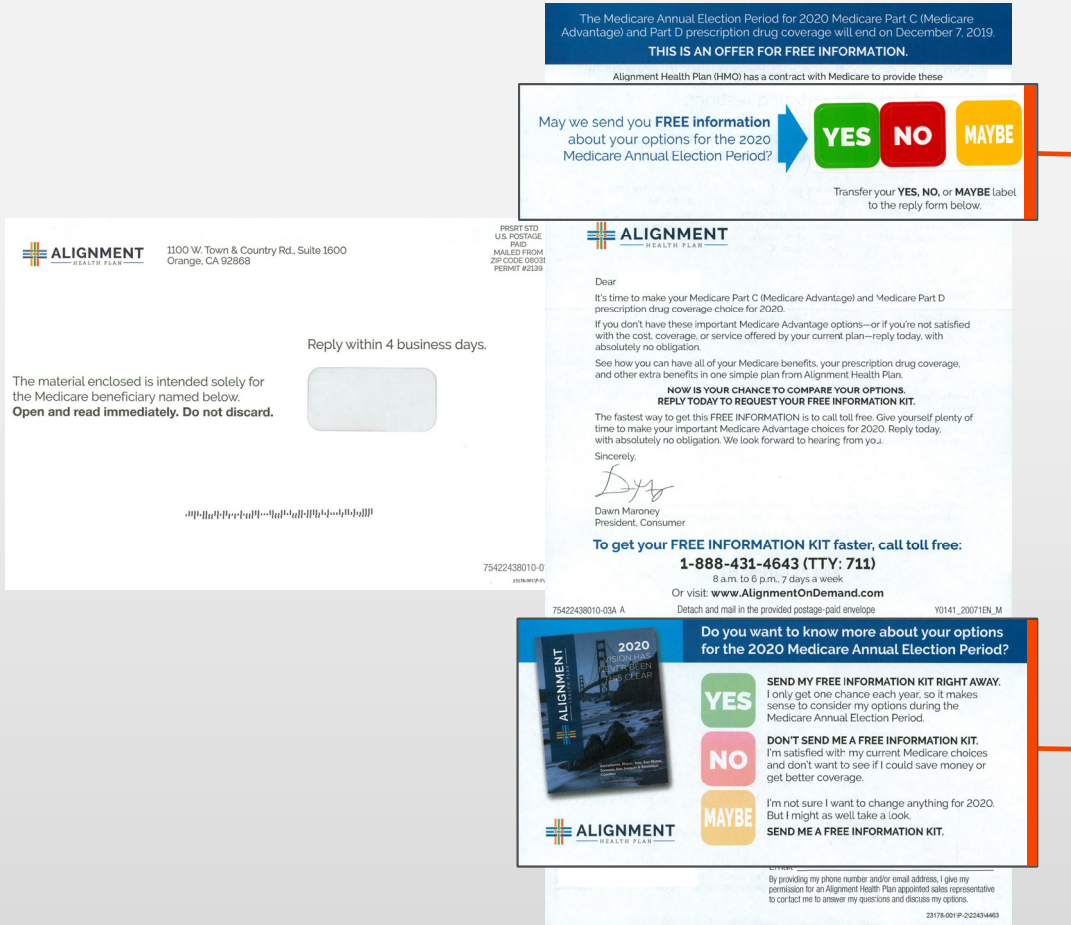
ALIGNMENT

CONTACT US TODAY!
1-888-334-0978 (TTY: 711)
8 a.m. to 8 p.m., seven days a week
AlignmentAnytime.com

Alignment Healthcare

■ Key observations:

- Engaging response device – apply sticker to response certificate
- Emphasis on urgency and getting prospect to take action:
 - “Open and read immediately”
 - “Reply within 4 business days”



Contact Information

Jim McDonald
Director of Business Development
518.456.3014 x274
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