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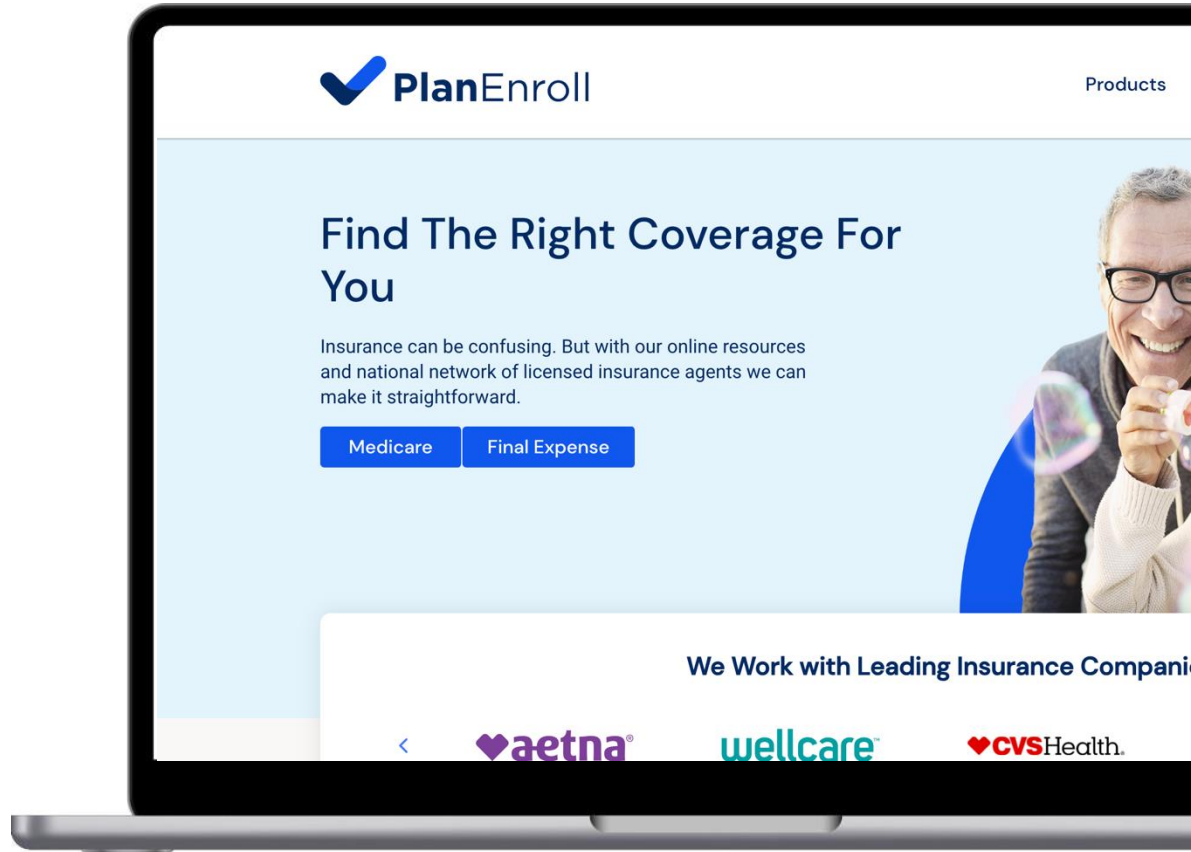
PlanEnroll 2025 AEP Campaign Overview

October 2024

Consumer Materials

We have developed a compliant national consumer marketing campaign to support your sales efforts this AEP, including:

- Direct Mail
- Social Media
- Digital Media
- Emails
- Guides



Direct Mail – Letter



ATTENTION: MEDICARE INFORMATION ENCLOSED

Firstname Lastname
1234 Address Street
City, ST 12345-6789

Complete and return this card to have a licensed insurance agent contact you.

Name _____ Phone () _____ Best time to call _____

Address _____ City _____ State _____ ZIP _____

Email _____

Please send me my free Medicare Coverage Checklist and other information about Medicare. By providing and submitting my personal contact information on this card to PlanEnroll, I understand that a PlanEnroll licensed insurance agent may contact me to discuss available Medicare coverage options, and that I will be able to separately consent to the use of my personal beneficiary information by the PlanEnroll agent in connection with the call or any other licensed agent affiliated with PlanEnroll from whom I may request further assistance.

Big changes are coming to Medicare — your coverage could be affected



Dear <NAME>,

Have you received a letter from your current insurance provider notifying you of changes to your Medicare Advantage plan? Even if you've had your plan for awhile, Medicare changes could affect your 2025 coverage.

Checking on your health coverage has never been more important.

PlanEnroll's network of licensed insurance agents take the time to learn about your needs — including your doctors, prescriptions, lifestyle and budget. Then, they work to find the plan that fits you best, and can help you enroll!

PlanEnroll's licensed insurance agents can help you make sure you don't go to the doctor uncovered.

Call to get a Medicare Coverage Review at no additional cost, with no obligation to enroll, and take control of your coverage choices.

At PlanEnroll, we're with you every step of the way. Let's get started!

4 ways to get more information:

Call to speak to a friendly licensed insurance agent:
1-866-xxx-xxxx
(TTY: 711)

Download your Medicare Coverage Checklist:
PlanEnroll.com/
xxxxxxxxxxxxxxxxxx

Fill out the card below and send it in the included postage-paid envelope

Scan the QR code:


MULTIPLAN_PLANENROLL_25AEP_DM_C

Complete and return this card to have a licensed insurance agent contact you.

Name _____ Phone () _____ Best time to call _____

Address _____ City _____ State _____ ZIP _____

Email _____

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Direct Mail – Postcard



A non...
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 any o...
 not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all of your options.
 MULTIPLAN_PLANENROLL_25AEP_PC_C

Front

When you go to the doctor, make sure you have enough coverage.

Medicare changes could affect your Medicare Advantage plan. Even if you've had your plan a while, you might need to rethink your coverage.

PlanEnroll was created to help you feel confident in your Medicare decision. Our licensed insurance agents take the time to get to know you as a person, delivering the guidance you need. PlanEnroll offers:

- **Personalized guidance from a licensed agent:** compare plans, discuss options and even enroll!
- **Medicare Coverage review:** make sure your coverage still fits your needs and budget
- **Large network of plans and carriers:** find plans in your area that fit you
- **A lasting relationship:** your agent takes the time to get to know your individual needs

PlanEnroll is here for you. Let us help navigate these changes.

Call to speak with a friendly licensed insurance agent:
 [<1-8XX-XXX-XXXX>
 (TTY: 711)]
 [<HOURS OF OPERATION>]

Get ready to make a confident decision. Download your Medicare Coverage Checklist:
 <MEDICARE COVERAGE CHECKLIST LINK>

Back



Social Media – Facebook

 **PlanEnroll**
Yesterday at 5:15 PM · 🌐

PlanEnroll's licensed insurance agents can help make sure you don't go to the doctor without the right coverage for you.



Received your Annual Notice of Change (ANOC) letter?
(Psssst: It's pretty important this year!)

PlanEnroll.com
Important Medicare updates!
Get an agent who can help. [Learn More](#)

Like Comment Share

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PlanEnroll offers you a personalized coverage review with a licensed insurance agent who understands your unique needs.

Visit your doctor knowing you have the right coverage. Get your Medicare coverage review!

PlanEnroll.com
Get personalized support
No cost and no obligation!

[Learn More](#)

👍 Like 💬 Comment ➦ Share 🗣️



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Your PlanEnroll licensed agent is ready to help with coverage and ANOC letter questions – Know you have the right coverage.


Where can you turn with your Medicare questions?
PlanEnroll.



- No cost, no obligation Medicare coverage review
- On-the-go secure mobile experience
- A licensed insurance agent who gets YOU

PlanEnroll.com
Questions about your ANOC?
Get personalized guidance. [Learn More](#)

   Like  Comment  Share 







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Digital Display

Visit your doctor knowing you have enough coverage

[Learn more](#)




Get personalized support and a Medicare coverage review

[Learn more](#)



At no additional cost and no obligation to you


[Learn more](#)



It's time to connect with a PlanEnroll licensed insurance agent


[Learn more](#)



 PlanEnroll

Will your Medicare plan meet your needs in 2025?

[Learn more](#)




 PlanEnroll

Have questions about your Annual Notice of Change (ANOC) letter?


[Learn more](#)




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Personalized guidance is available at no cost to you


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A PlanEnroll licensed agent is ready to help


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Your Annual Notice of Change (ANOC) letter could mean big changes to your Medicare plan!



Even if you've had your Medicare plan for a while, your coverage may be affected



PlanEnroll helps you navigate the changes

[Learn more](#)



PlanEnroll AEP 2025 Creative

Email

Objectives: To Deliver Engagement, Reply to Mailings Campaign, Boost to Mailings Campaign, Increase Click Rate, Increase Conversion, Increase Add to Cart, Increase Add to Wish List, Increase Add to Favorites, Increase Add to Compare, Increase Add to Cart.



PlanEnroll helps you get Medicare right.

PlanEnroll

Dear [First Name],
Making your Medicare choices for you is important. Whether you own one or all of your homes in your area, we'll make sure you get the right Medicare plan for you. We have the national agents with agents nearby to help you select one of the different options available. Our agents want you to have options. They will make sure you understand the Medicare Advantage plan and how it compares to the Original Medicare plan. We'll help you choose the right plan for you.

Ready? PlanEnroll is here for you. Do you get Medicare that's right for you?

Get a plan recommendation

Our website simply asks your preferred location, preferences and professional recommendations. We'll search for plans available in your area that meet your unique needs!

[View plans](#)

Create a PlanEnroll profile

Securely save your information (ZIP with geotagging capability, phone numbers and Medicare ID card) so you get personalized recommendations that are better options.

[View plans](#)

Medicare Benefits Guide

Learn how to choose the right Medicare plan for you. You'll get to know your Medicare options and how they can help you. You'll also learn how to use resources.

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Call us to get help, we're here to help.

Our licensed insurance agents are ready to help you get Medicare that's right for you. We'll make sure you understand your options and that you get Medicare that's right for you. We'll make sure you understand your options and that you get Medicare that's right for you.

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Medicare is complex. We can help.

PlanEnroll

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Get a plan with the benefits and doctors you want.

PlanEnroll

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Choosing your primary care doctor is important. We have the national agents with agents nearby to help you select one of the different options available. Our agents want you to have options. They will make sure you understand the Medicare Advantage plan and how it compares to the Original Medicare plan. We'll help you choose the right plan for you.

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PlanEnroll can help you rethink your Medicare options.

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Only [X] days left to Dec 7. The Medicare Annual Enrollment Period ends soon.

Dear [First Name],
Only [X] days left to choose your 2025 Medicare coverage! The Annual Enrollment Period is almost here, and you'll want to help PlanEnroll help you to be confident in your decisions. We can help you double-check your current coverage and take one last look at the plans you're considering. Now is the perfect time to consult with one of our Friendly and Informed Agents. Once you find the plan that's right for you, we'll be able to enroll on the spot.

Ready? PlanEnroll is here for you. Do you get Medicare that's right for you?

Call now to speak with a licensed insurance agent:

(866) 286-4202 (TTY 711) 9 AM to 5 PM, 7 days a week

[Call us to get help, we're here to help.](#)

Find Plans Online

Our website has useful information you need to help you enroll. Visit us online to compare and view plans in your area.

[View plans](#)

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Medicare Coverage Review Kit (Offer Download)

Medicare Coverage Review Kit

Medicare doesn't have to be confusing. The Medicare Coverage Review Kit makes it easy to get a complete look at Medicare coverage needs with this easy step-by-step guide.

Let's get started!



Medicare Planning Checklist

INITIAL ENROLLMENT

- Sign up for at least Original Medicare by age 65 – even if you're going to move to a Medicare Advantage or Medicare Supplement plan later on. *(NOTE: you will need to enroll in both Part A and Part B in order to sign up for Medicare Supplement, Medicare Advantage or Prescription Drug coverage.)*

BASIC NEEDS ASSESSMENT

- Make a list of all the types of doctors, specialists, dentists and health care providers you want to see, along with their names, address and facility name to easily refer to when reviewing plans.
- Make a list of all the prescriptions drugs you're taking now or anticipate taking soon, along with their dosage, frequency, and cost per month. This will help you determine if you should also consider a [Prescription Drug Plan](#).
- Check your bank statement and calculate how much you currently spend on health care each month.
- Determine the maximum amount you can afford to pay in premiums and expenses each month. Click [here to learn more about Medicare premiums](#).

ANTICIPATED LIFESTYLE CONCERNS ASSESSMENT

Look at these life situation changes and note if any of these situations happened in the last 12 months or you anticipate will be happening within the next 12 months:


TRAVEL, RELOCATION & US ELIGIBILITY

- How often you will be traveling out of your coverage area each year? Will you be traveling internationally?
- Are you planning on moving in the next 12 months? Yes/No
- Have you recently moved outside of your current plan's service area and are looking for a new plan option?
- Have you recently returned to the US after living permanently outside of the US? If yes, what date did you return?
- Have you recently obtained lawful presence status in the US? If yes, what date did you receive your new status?

1-866-424-0439 (TTY: 711), 8 AM to 8 PM, 7 days a week
A licensed insurance agent will answer your call.

PlanEnroll.com

Medicare Planning Worksheet

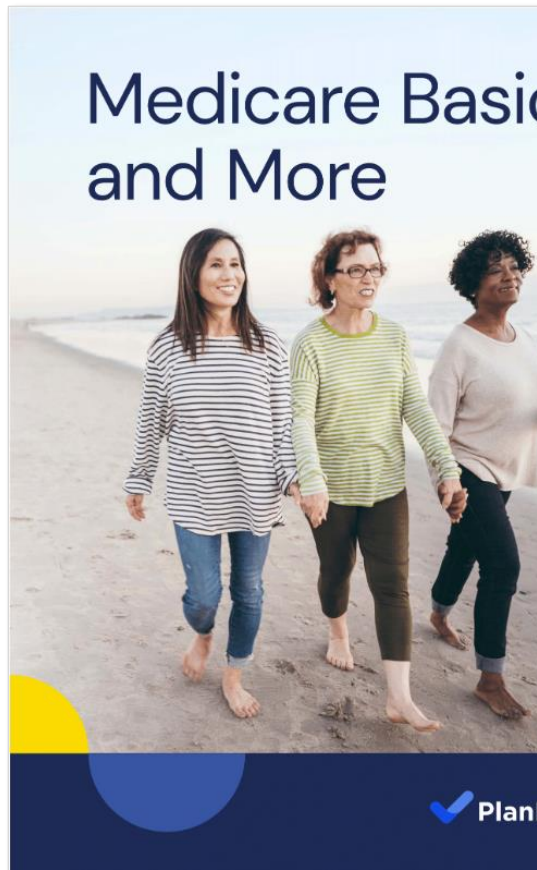
Your Physicians 

Doctor	Specialty	Facility Information	Covered? (Y/N)	Notes
John Smith, MD	Primary Care	Care Associates 123 Main St., Anytown, US Phone: 555.555.5555 Fax: 555.555.5555	Yes/No	

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Medicare Basics and More Guide (Offer Download)



Medicare Coverage Options

Medicare gives you coverage options. Understanding them can help you choose one that's right for you.

Original Medicare ONLY

Part A hospital and Part B medical insurance are provided by the federal government. They do not cover prescription drugs and do not limit out-of-pocket medical expenses.

Add Medicare Part D

Part D, a prescription drug plan offered by a private insurer, adds stand-alone drug coverage to Original Medicare.

Choosing Your Medicare Coverage

As you consider which Medicare coverage options are right for you, use these checklists. They'll help you list your current healthcare needs and then compare plans based on what you value most.

Start by making a list that includes:

- The doctors and providers you want to see
- Prescription drugs you're taking now or anticipate taking soon
- How much you can afford to spend each month on healthcare
- The lifestyle you're planning for, including travel

Your Physicians

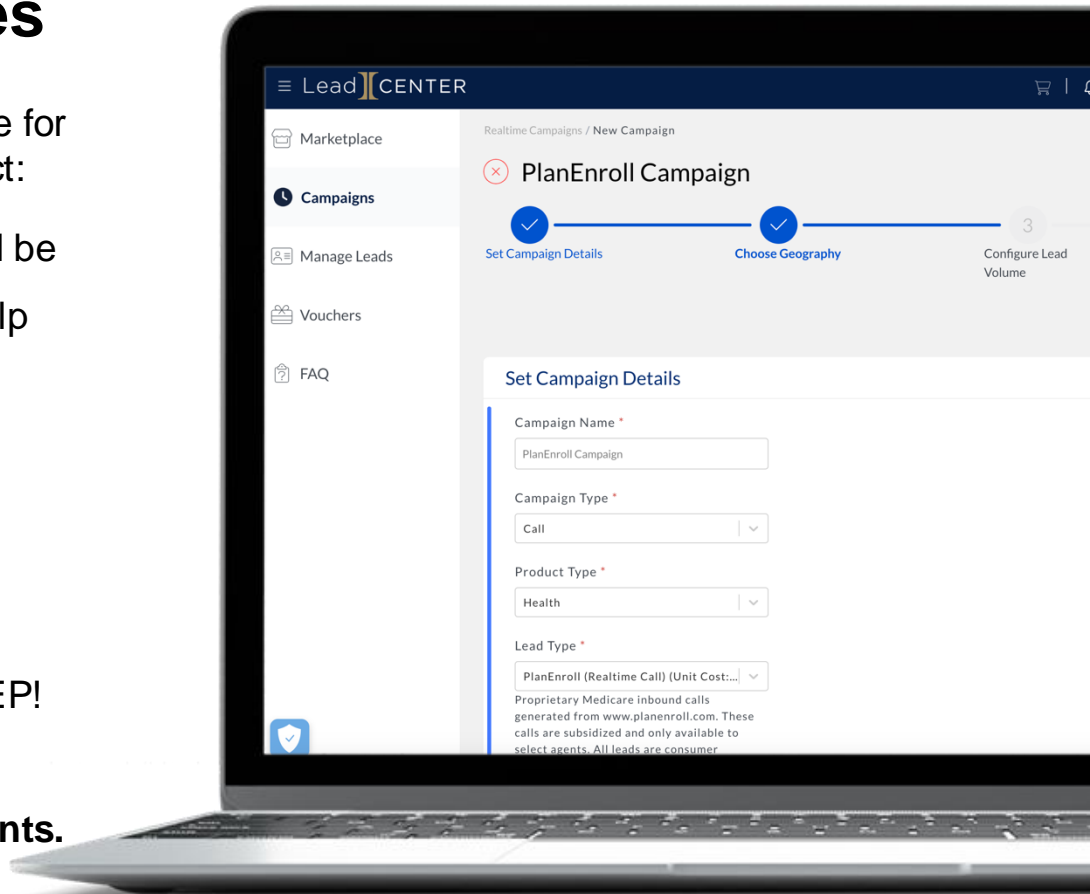
Doctor	Specialty	Facility Information	Covered? (Y/N)	Notes
John Smith, MD	Primary Care	Care Associates 123 Main St. Anytown, US Phone: 555.555.5555	Yes/No	



Lead Experience Updates

We are improving the lead experience in time for AEP. Here are some of the updates to expect:

- All PlanEnroll Realtime Data Leads will be screened prior to going to agents to help provide more qualified leads.
- PlanEnroll Realtime Call Leads will go directly to agents.
- Medicare Supplement leads will be available on Marketplace in time for AEP!
Medicare Advantage leads will be discontinued due to CMS requirements.





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