



INTEGRITY

PlanEnroll Marketing Materials

AEP 2024

Consumer Materials

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

- DRTV
- Landing Pages
- Direct Mail
- Response Emails
- Social Media



DRTV



:60 Script

Your Medicare choices matter — that's why there's PlanEnroll.

Helping you get Medicare coverage is what we do!

Call us now for your free Medicare Coverage Review.

PlanEnroll makes Medicare Advantage simpler and easier for you — our licensed insurance agents really know their stuff!

We offer thousands of plans from leading insurance companies like UnitedHealthcare, Humana, Aetna, Cigna Healthcare, Wellcare, Elevance and many more.

And we provide useful online tools and straightforward guidance to help you know your options — and find a plan that fits your needs.

When you're ready, our large network of licensed insurance agents can help you enroll in the way works best for you — online, in person or over the phone.

PlanEnroll is a free service that has helped millions of Americans.

You're never obligated to join a plan, so don't wait.

Call for your free Medicare Coverage Review today — and see how the licensed insurance agents at PlanEnroll can help you find a plan that's right for you.

Feel confident in your Medicare choices. Call PlanEnroll today.

Landing Pages



The image shows a laptop screen displaying a landing page. The page has a dark blue header with the PlanEnroll logo on the left and contact information on the right. The main content area is dark blue with white text and a yellow circular graphic behind a woman's portrait. A white form is overlaid on the bottom right of the page.

PlanEnroll

Call 855-488-9890 (TTY: 711)
8 AM - 8 PM CST, 7 days a week
You will reach a licensed insurance agent

Get your Medicare Basics and More Guide

Medicare doesn't have to be confusing. The Medicare Basics and More Guide is a simple guide to help you understand your Medicare coverage options. With the guide, you can evaluate your Medicare coverage needs with straightforward information:

- Review the basics of Medicare like the different parts and what they mean
- Explore the different types of Medicare coverage options
- Understand Medicare eligibility and enrollment
- List your current healthcare needs to help evaluate what plan might work for you

Claim your free Medicare Basics and More Guide today

Fill out some information and we'll email our Medicare Basics and More Guide to you — at no cost to you and with no

Tell us a little about yourself...

First Name

Last Name

Zip Code

(XXX)-XXX-XXXX

Direct Mail | Letter + BRC



You want Medicare coverage that's right for you.



Welcome!

Knowing your Medicare coverage options is so important. At PlanEnroll, our licensed insurance agents are here to help you find a Medicare Advantage plan that's right for you. It all starts with "Medicare Basics and More" – our clear, easy-to-read guide that's available at no cost to you with no obligation to enroll. It's full of useful information to help you better understand what Medicare means for you, including:



- The different parts of Medicare
- What coverage options are available to you
- When you can enroll in a plan
- Important questions to ask before enrolling

Your Medicare coverage choices matter. They can determine what benefits you receive, the cost of your prescription drugs, how much you pay out of pocket for medical expenses and more. Friendly, simple guidance from a licensed insurance agent can help you feel more confident in the coverage choices you make.

PlanEnroll offers plans from leading insurance companies, along with useful online tools to help you know your options. When you're ready, our network of local licensed insurance agents can help you enroll in a plan that fits your needs – and you're never obligated to enroll in a plan.

See how our licensed insurance agents can help make Medicare simpler for you.

Download your "Medicare Basics and More" guide now

Basics.PlanEnroll.com

Or call to speak with a licensed insurance agent:

[1-8XX-XXX-XXXX (TTY: 711)]
8 AM to 8 PM, Mon – Fri

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

Name _____

Address _____ City _____

State _____ ZIP _____ Email _____

Phone (_____) _____ Best time to call _____

Please send me my free Medicare Basics and More guide and other information about Medicare.

4 ways to get more information:

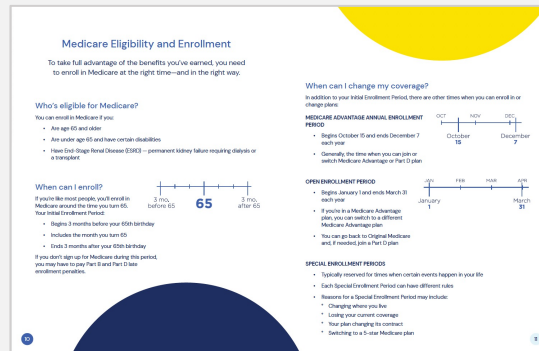
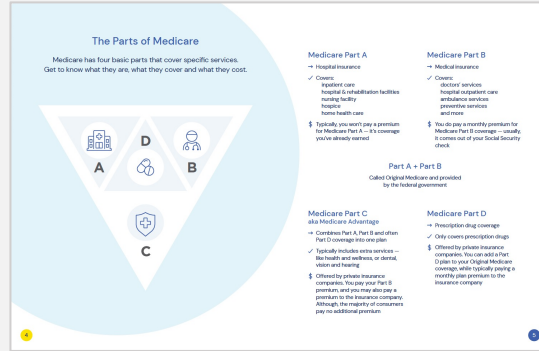
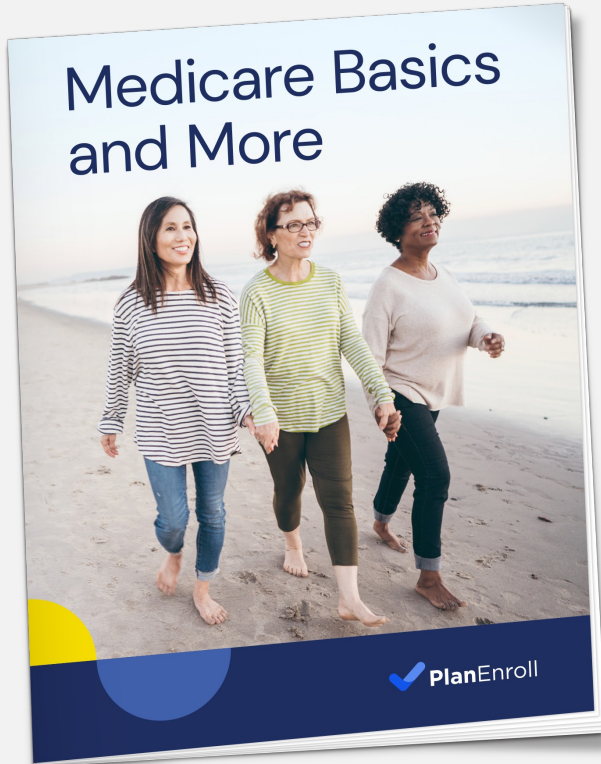
Call:
1-8XX-XXX-XXXX (TTY: 711)
You will reach a licensed insurance agent

Visit:
planenroll.com/basics1

Return card:
Mail in postage-paid envelope



Direct Mail | Medicare Basics and More Guide



Content includes:

- The four basic parts of Medicare
- Medicare coverage options
- Eligibility and enrollment periods
- A checklist to help consider coverage
- And more!

Direct Mail – Invitation

Here and *ready* to help

Call us at
1-XXX-XXX-XXXX TTY: 711,
7 days a week from 8 AM to 8 PM.
Or visit us online anytime at
planenroll.com/basics5.



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MULTIPLAN_PLANENROLL_24AEP_DM1_C



See how we can help you make a confident Medicare choice

[Name,]

Choosing the right Medicare coverage is so important. At PlanEnroll, our local licensed insurance agents are here and ready to help. With their friendly, straightforward guidance, you can find a Medicare Advantage plan that truly fits your needs — and feel more confident in the choices you make.

Our service is free, and there's no obligation to enroll in a plan.

Call us at [1-XXX-XXX-XXXX TTY: 711], [days of week] from [X AM to X PM]. Or visit us online anytime at [PlanEnroll.com/Agent].

We look forward to serving you!

Sincerely,

Your friends at PlanEnroll



Your Medicare coverage choices matter. They can determine what benefits you receive, the cost of your prescription drugs, how much you pay out of pocket for medical expenses and more. Friendly, simple guidance from a licensed insurance agent can help you feel more confident in the coverage choices you make.

You deserve friendly and straightforward information, with no cost or obligation to enroll. That's why we are offering the free Medicare Basics and More Guide. Download it here: planenroll.com/basics5



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

Name _____

Address _____ City _____

State _____ ZIP _____ Email _____

Phone: () _____ Best time to call _____

Please send me my Medicare Basics and More Guide and other information about Medicare.

Response Emails



Preview Text: Your Medicare Basics and More Guide will help you review current medical needs, explore coverage options and find the plan that's right for you.

Client Name: To: Robert Zimmerman
Reply To: client@company.com
Subject Line: We have! Your Medicare Basics and More Guide is ready.

Today at 10:09 AM

Your Medicare Basics and More Guide is here

[Download this Guide](#)

[First Name]

As requested, you now have access to download your Medicare Basics and More Guide. It's free, easy-to-read and full of useful information to help you learn more about:

- The different Medicare coverage options, including Medicare Part A, Medicare Part B, Medicare Supplement (Medigap), and Medicare Advantage (Part C)
- How to understand your own coverage needs, both now and in the future
- How to get help with selecting a plan that's right for you

[Download the Guide](#)

You deserve simple answers to your Medicare questions

Visit [PlanEnroll.com](#) to view your plan options. You can create a profile to securely save plan comparisons, making your Medicare process simpler. Or call us to get personalized help from a licensed insurance agent who can help you enroll in a plan.

1-866-436-4752 (TTY: 711)
Mon - Fri, 8 AM - 8 PM ET
A licensed insurance agent will answer your call. They can answer your questions and help you enroll in a plan.

Connect with us on social media and get impactful Medicare tips!

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PlanEnroll represents Medicare Advantage (MA), PFF, FFP and PFF organizations that are contracted with Medicare. Enrollment depends on the plan's contract renewal.
We do 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 our options.
MULTIPLAN_MEDENROLL_AEP2024_M

Unsubscribe Privacy Notice Terms of Service

Preview Text: We're excited to share your Medicare guidance with you and we want you to feel more confident in your decisions. Our PlanEnroll short videos are straightforward and call help answer your questions about how the Medicare enrollment steps work.

Client Name: To: Robert Zimmerman
Reply To: client@company.com
Subject Line: Watch our PlanEnroll short videos.

Today at 10:10 AM

Watch our PlanEnroll short videos

[Name]

Welcome to a wonderful part of your life! Choosing your Medicare coverage is an important action and we want you to feel more confident in your decisions. Our PlanEnroll short videos are straightforward and call help answer your questions about how the Medicare enrollment steps work.

Medicare 101

Your Medicare Coverage Options

Original Medicare

Medicare Eligibility

Get straightforward answers and helpful guidance
Ready to start exploring plans? Our licensed insurance agents are ready to help. They'll guide you through the Medicare coverage options available in your area.

Call Now to Speak With a Licensed Insurance Agent:
X-XXXX-XXXX (TTY: 711)
7 days a week, 8 AM - 8 PM ET
They can answer your questions and help you enroll in a plan.

Connect with us on social media and get impactful Medicare tips!

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We do 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 our options.
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Unsubscribe Privacy Notice Terms of Service

Preview Text: We can help you choose your Medicare coverage with confidence. PlanEnroll offers guidance and support so you can feel confident in your decision.

Client Name: To: Robert Zimmerman
Reply To: client@company.com
Subject Line: Straightforward Medicare Coverage Guidance for You

Today at 10:10 AM

The straightforward Medicare Coverage Guidance you deserve

[First Name]

Still thinking about your Medicare options? Have questions about coverage? You're not alone. We are here to help you with straightforward answers and the guidance you need to get a Medicare plan that's right for you.

Our PlanEnroll Network Agents are selected from all over the nation to help ensure you get access to plans in your area. They're friendly and ready to help you feel more confident in your decision.

[Browse agents in your area](#)

Agents are ready near you!
Using PlanEnroll's Agent Selection Map, you can find an agent by your area. You can request a call back or call the agent directly if they're online, available and ready to chat.

[View the map](#)

Our Learning Center
PlanEnroll has helpful articles, infographics, videos and so much more to help you on your Medicare journey.

[Start exploring](#)

Call Now to Speak With a Licensed Insurance Agent:
XXX-XXX-XXXX (TTY: 711)
8 AM - 8 PM ET
7 days a week

They can answer your questions and help you enroll in a plan.

Explore Plans on Your Own
View a selection of Medicare plans and costs available in your area.

[View Plans](#)

Connect with us on social media and get impactful Medicare tips!

[f](#) [in](#) [@](#)

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Digital & Social | Guide



PlanEnroll

Full name

Phone number

Email

Address

ZIP code

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Disclosure Statement

By completing the contact form above or calling the number listed above, you will be directed to a licensed sales agent who can answer your questions and provide information about Medicare options. This is a solicitation of insurance. The communications consented to above include marketing of insurance products. Licensed insurance agents are not connected with or endorsed by the U.S. government or the federal Medicare program. Submitting this form does NOT affect your current enrollment, nor will it enroll you in a Medicare Advantage Plan, Prescription Drug Plan, or other Medicare plan. A Medicare Advantage Plan is a health insurance plan provided through a private insurer and delivers Medicare Part A and Part B benefits. A Part D Drug Plan is a prescription drug insurance plan provided through a private insurer and delivers Medicare Part D benefits.

By clicking the Submit button, I expressly consent by electronic signature to receive communications via automatic telephone dialing system or by artificial/pre-recorded message, email or by text message from the website and PlanEnroll affiliated agents at the telephone number above (even if my number is currently listed on any state, federal, local, or corporate Do Not Call list) including my wireless number if provided. Carrier message and data rates may apply. I understand that my consent is not required as a condition of purchasing any goods or services and that I may revoke my consent at any time. I also acknowledge that I have read and agree to the [Privacy Policy](#) and [Terms & Conditions](#).

We do not offer every plan available in our 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 the of your options. Every year, Medicare evaluates plans based on a 5-star rating system. Not affiliated with or endorsed by Medicare or any government agency.

[View Facebook Data Policy and Privacy Policy](#)

SUBMIT

PlanEnroll

Thanks, you're all set.

A licensed insurance agent will be in contact with you within 24 to discuss your options — at no cost or obligation. If you have any IMMEDIATE questions, please click the BLUE BUTTON below to be connected!

You'll reach a licensed insurance agent.

CALL NOW

Digital & Social | Find An Agent



PlanEnroll
Wednesday at 5:15 PM

Don't wait! Get personalized Medicare guidance from a local licensed insurance agent you can trust. PlanEnroll is here for you.

A local sales agent is here for you

PlanEnroll Agent Map is ready for you [Learn More](#)

62 2 Comments 10 Shares

Like Comment Share

PlanEnroll

Full name

Phone number

Email

Address

ZIP code

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By clicking the Submit button, I expressly consent by electronic signature to receive communications via automatic telephone dialing system or by artificial/pre-recorded message, email or by text message from this website and PlanEnroll affiliated agents at the telephone number above (even if my number is currently listed on any state, federal, local, or corporate Do Not Call lists) including my wireless number if provided. Carrier message and data rates may apply. I understand that my consent is not required as a condition of purchasing any goods or services and that I may revoke my consent at any time. I also acknowledge that I have read and agree to the [Privacy Policy](#) and [Terms & Conditions](#).

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View [Facebook Data Policy](#) and [Privacy Policy](#).

SUBMIT

PlanEnroll

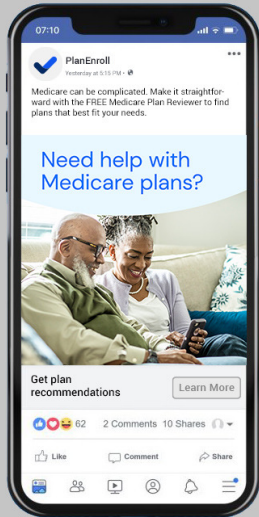
Thanks, you're all set.

A licensed insurance agent will be in contact with you within 24 to discuss your options — at no cost or obligation. If you have any IMMEDIATE questions, please click the BLUE BUTTON below to be connected!

You'll reach a licensed insurance agent.

CALL NOW

Digital & Social | Plan Quotes



PlanEnroll

Full name

Phone number

Email

Address

ZIP code

NEXT

PlanEnroll

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By clicking the Submit button, I expressly consent by electronic signature to receive communications via automatic telephone calling system or by artificial/pre-recorded message, email or by text message from this website and PlanEnroll affiliated agents at the telephone number above (even if my number is currently listed on any state, federal, local, or corporate Do Not Call list) including my wireless number if provided. Carrier message and data rates may apply. I understand that my consent is not required as a condition of purchasing any goods or services and that I may revoke my consent at any time. I also acknowledge that I have read and agree to the [Privacy Policy](#) and [Terms & Conditions](#).

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[View Facebook Data Policy](#) and [Privacy Policy](#).

SUBMIT

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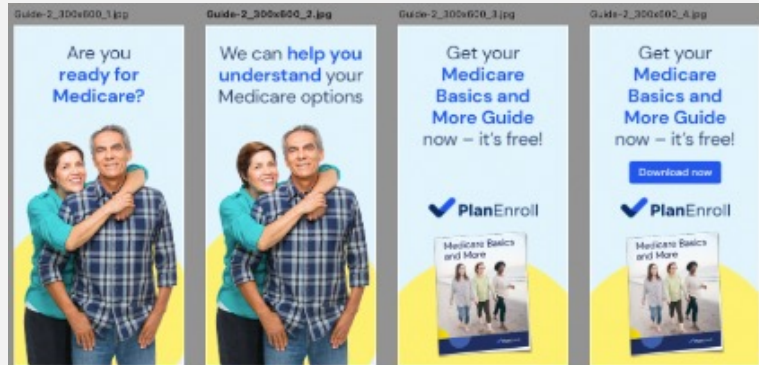
Thanks, you're all set.

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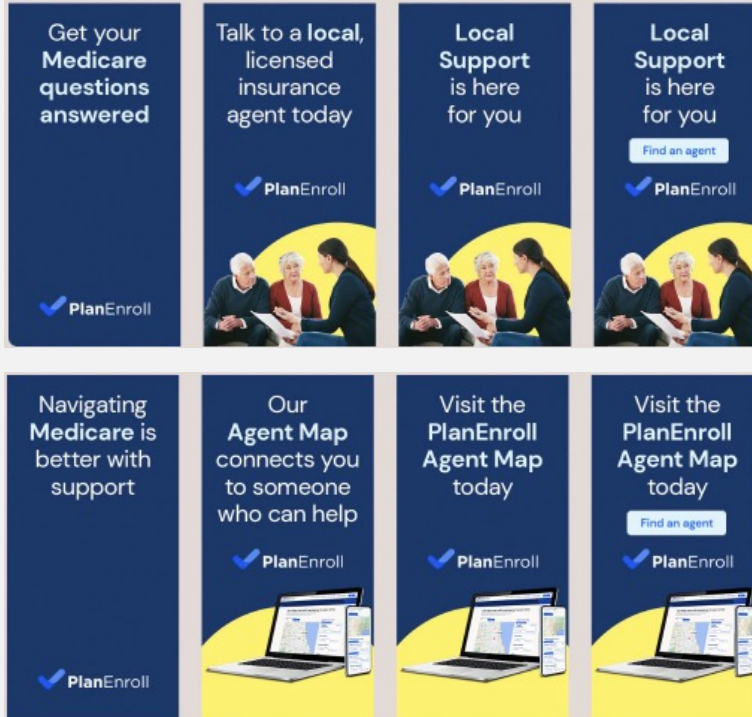
You'll reach a licensed insurance agent.

CALL NOW

Digital & Social | Guide



Digital & Social | Find An Agent



Get your Medicare questions answered

Talk to a local, licensed insurance agent today

Local Support is here for you

Local Support is here for you

Find an agent

Navigating Medicare is better with support

Our Agent Map connects you to someone who can help

Visit the PlanEnroll Agent Map today

Visit the PlanEnroll Agent Map today

Find an agent

Digital & Social | Plan Quotes

