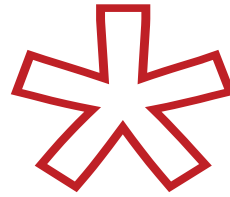


MEDICARE 2023



MEDICARE HEALTHCARE

Lead Concepts has almost 30 years of data that we use to inform and adjust our market recommendations. We use this data to maximize and guarantee results for our clients. Our high performing leads have also benefited from our many years of experience. Small tweaks and sometimes outright changes have improved the performance of our mailpieces. This is a practice that we continue to this day.

We have many options available for Medicare Advantage mailers and all of them fall within CMS compliance guidelines. There can be severe consequences for not following CMS instructions and we make sure that what you mail is (to the best of our knowledge) in-line with those guidelines.

Lead Concepts, Inc. was founded in 1991 with the mission to provide our customers with the best service and products to grow their business. Our experience and longevity in the lead generation industry is what sets us apart from our competition. We are all a part of something here at Lead Concepts: “to build something that will outlast us all”. – Chris Weir

We are all a part of something here at Lead Concepts: *“to build something that will outlast us all”.*

– Chris Weir

Chris Weir
Owner of Lead Concepts



ANATOMY OF YOUR MAILER

Our leads are specific and powerful, but we want to make sure that you are able to maximize their potential. Knowing how to analyze the different aspects of your mailers and the resulting leads, and using this to decide which mailer is right for you, could be the difference between failure and success. Below, you will find an explanation of the various portions of your mailers.

SAMPLE MAILER – 8.5" x 11"

1 RETURN REPLY ENCLOSED
PLEASE ACKNOWLEDGE BY DATE

PROSPECT NAME
PROSPECT ADDRESS
CITY, ST, ZIP

S-D-ST

2 REQUEST FOR INFORMATION

Please see that I receive all the <<YEAR>> Medicare benefits for which I am eligible including Dental, Vision, Hearing, Gym membership, and any new benefits available in <<YEAR>>.

Name _____ Spouse Name _____
Phone Home (____) _____ Cell (____) _____
Email _____

PROSPECT NAME
PROSPECT ADDRESS
CITY, ST, ZIP

Barcode: 181693000003* 194910 194705 Hillsborough County

Know-by _____
In Home Visit Required—Complete and mail today!

3 Message: <<YEAR>> Medicare Health Plan Update
You may not be getting all the Medicare benefits and information for which you are eligible. There may be new plans for <<YEAR>> that you should be aware of.
You may be missing out on what you are eligible to receive in <<YEAR>>.
Complete and return the attached free card to find out if you currently receive all the benefits for which you are eligible.
Including Dental, Vision, Hearing, and Gym Membership Benefits!
There is no obligation and all the information is FREE!

Not affiliated with any government agency. An agent may contact you, insurance related solicitation.

4



1 Unique Identifier

2 Date of Birth

3 Spouse's DOB (IF AVAILABLE)

4 County Being Mailed

LEADING THE WAY

People these days are hesitant to fill out forms that include their Date of Birth... this is why we have integrated them into our barcodes. By doing this we are eliminating the recipient from having to fill out more than they are comfortable with, and you have their DOB right on the lead.

1 Mailer Code

Name of the particular mailpiece.

2 Fold Lines

Places where mailer will be folded and/or perforated.

3

Keycode

Your client code and sequence number.

4

Barcode

Used internally for tracking your leads. Also provides information about the person being mailed to.



MEDICARE DUAL-ELIGIBLE

8.5 x 3.5" | MA-10-36NC

Message: 2023 Medicare Health Plan Update

If you are enrolled in Medicare and Medicaid you may qualify for new programs in 2023 that can expand your benefits. Medicare beneficiaries with certain chronic illnesses may also qualify for expanded benefits.

Complete and return the attached free card to find out if you currently receive all the benefits you are eligible to receive. There is no obligation and all the information is FREE!

Please see that I receive information about expanded Medicare health plan benefits for which I may be eligible.

I have a Medicare card. I have a Medicaid card.

PROSPECT NAME
PROSPECT ADDRESS
CITY, ST ZIP



Helpful Source: www.Medicare.gov / A federal government website managed and paid for by the U.S. Centers of Medicare & Medicaid Services.

Name: _____

Home Phone: (____) _____

Cell Phone: (____) _____

Email: _____

Spouse's Name: _____



Date of Birth and Spouse Date of Birth included in barcode when available.

Medicare and Medicaid Enrollment Calendar

SEP 1

Jan 1 - Mar 31

SEP 2

Apr 1 - Jun 30

SEP 3

Jul 1 - Sep 30

AEP

Oct 15 - Dec 7

Return this card to receive your free information. By providing the information on the reverse side, I grant permission for a licensed insurance agent to contact me in regards to my Medicare options which includes Medicare Supplement, Medicare Advantage, and prescription drug plans. Not affiliated with any government agency. Insurance related information provided by <Agent Name>. 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 your options.

TARGETED DEMOGRAPHICS

Ages 55-85 | Income \$0-15k

*Response rates vary by state **800.283.0187** | leadconcepts.com



MEDICARE TURNING 65

8.5 x 11" | IE-D-4

MEDICARE INITIAL ELECTION UPDATE
RETURN REPLY ENCLOSED

PSRST STD
US POSTAGE
PAID
PERMIT 170
76051

PROSPECT NAME
PROSPECT ADDRESS
CITY, ST ZIP



IE-D-4

REQUEST FOR INFORMATION

Please provide information about my Initial Election Period and the benefits that may be available to me.

Name: _____

Spouse Name: _____

Home Phone: (____) _____ Cell: (____) _____

Email: _____

PROSPECT NAME
PROSPECT ADDRESS
CITY, ST ZIP



Keycode 9pt

Please verify address—Complete and mail today

Date of Birth and Spouse Date of Birth included in barcode when available.

MEDICARE INITIAL ELECTION PERIOD REQUEST CARD

Message: You will soon be in a unique position when you turn 65. You will be in your "Initial Election" period. This means you can choose any Medigap plan, Part D or take advantage of any new plans, without medical questions. The right choices can save you hundreds of dollars each year. Don't delay, you only have one "Initial Election." Take advantage of this free review of your healthcare benefits and information about Medicare programs for little or no premium cost.

INITIAL
ELECTION
ENROLLMENT
PERIOD

Not affiliated with any government agency. An agent may contact you. Insurance related solicitation.

TARGETED DEMOGRAPHICS

Aging into Medicare



POTENTIAL MEDICARE RECIPIENT AGE 64

8.5 x 3.5" | OE-10-21

Medicare Planning Information for <<FirstN>> <<LastN>>!

Whether you're new to Medicare, getting ready to turn 65, or preparing to retire; you'll need to make several important decisions about your health coverage - even if you plan to keep working. Make sure you get all Medicare information and benefits that are available to you. There may be new plans available that you should be aware of. If you wait to enroll, you may have to pay a penalty and you may have a gap in coverage. Learn about Medicare, your choices, and next steps.

Please check all areas of interest below and return in the postage paid envelope provided.

- Understanding all Medicare benefits available
- Medicare enrollment, turning 65
- Medicare planning when working beyond age 65

PROSPECT NAME
PROSPECT ADDRESS
CITY, ST ZIP



Name: _____

Home Phone: (____) _____

Cell Phone: (____) _____

Email: _____

Spouse's Name: _____

Helpful Source: www.Medicare.gov / A federal government website managed and paid for by the U.S. Centers of Medicare & Medicaid Services.



Barcode#-DOB-SpouseDOB-County 8pt

OE-10-21

Date of Birth and Spouse Date of Birth included in barcode when available.

Medicare Enrollment Calendar

NOW



LEARN about Medicare. Request your FREE information.

4 MONTHS

BEFORE YOUR 65TH BIRTHDAY

UNDERSTAND your Medicare options and compare benefits and costs.

3 MONTHS

BEFORE YOUR 65TH BIRTHDAY

ENROLL in Medicare Parts A & B and your Medigap plan.

Return this card to receive your free information. Not affiliated with or endorsed by any government agency. An agent may contact you with insurance related information. You will not be charged for this information.

TARGETED DEMOGRAPHICS

Aging into Medicare



POTENTIAL MEDICARE RECIPIENT AGE 64

8.5 x 3.5" | S10-10-517

Medicare Planning for <<FirstN>> <<LastN>> and <<State>> Senior Citizens!

Whether you're new to Medicare, getting ready to turn 65, or preparing to retire; you'll need to make several important decisions about your health coverage. Make sure you get all Medicare information and benefits that are available to you. There may be new plans available that you should be aware of. If you wait to enroll, you may have to pay a penalty and you may have a gap in coverage.

Do not miss out on what you are eligible to receive. Please check all areas of interest below.

Understanding all Medicare benefits available Medicare enrollment, turning 65 Medicare planning when working beyond age 65

PROSPECT NAME
PROSPECT ADDRESS
CITY, ST ZIP



Name: _____

Spouse's Name: _____

Phone: (_____) _____
Area Code and Phone ensure proper routing

Email: _____

Helpful Source: www.Medicare.gov / A federal government website managed and paid for by the U.S. Centers of Medicare & Medicaid Services.



Barcode#-DOB-SpouseDOB-County 8pt

S10-10-517

Date of Birth and Spouse Date of Birth included in barcode when available.

Medicare Planning

3 Easy Steps...

- 1) Complete the other side of this card.
- 2) Return the **completed card** in the Postage-Paid Envelope.
- 3) Receive the Medicare planning information

Return this card within 5 days to receive your free information. Not affiliated with or endorsed by any government agency. If time permits, an agent may contact you with insurance related information. You will not be charged for this information.

TARGETED DEMOGRAPHICS

Ages 64

*Response rates vary by state 800.283.0187 | leadconcepts.com



T65 LARGE POSTCARD

6 x 9" | TURNING 65 LARGE CARD

Add Pic

**I AM A PERSONAL GUIDE
TO
MEDICARE COVERAGE**

I'm inviting you to have a phone conversation **to answer your Medicare questions and clarify your options.**

As an independent advisor, I provide unbiased guidance about ALL Medicare insurance products for the states of State name, State name, and State name

Put aside the pile of Medicare mail!

Working with me over the phone, I will help you identify only the plans that:

- cover your prescriptions
- are accepted by your doctors
- are accepted by your preferred hospitals

Then, we'll compare cost and coverage details for only those plans. NOW, you can comfortably and confidently decide which plan is right for you.

MY SERVICES ARE PROVIDED AT ABSOLUTELY NO COST TO YOU

CALL: 555-555-5555

EMAIL: Agentemail@email.com

WEBSITE: www.website.com

AGENT NAME

Certified Senior Advisor
Licensed Insurance Agent in the states of XX, XX, XX

Agent Name

Certified Senior Advisor
Licensed Insurance Agent in states XX, XX, XX

Agent Name is recognized for his/her Medicare expertise by individuals and communities across the local area.

A public speaker and senior advisor,
educating people "All About Medicare".

There is hardly a person better qualified
to speak to you or your group about Medicare coverage.

"It is my objective to go beyond the sales message,
listen to your needs, and find the best Medicare solutions for you.

I work with over 20 insurance companies
and provide access to a wide variety of Medicare options.

I'm passionate about helping people understand their
Medicare options, and when called for assistance, I will spend
as much time as needed to get all questions answered."

This service is provided at no cost to you,
and has no effect on the cost of your plan.

CALL: 555-555-5555

EMAIL: AgentEmail@Email.com

WEBSITE: www.wesbite.com

Agent Name
Agent Address
Agent City, St Zip

TARGETED DEMOGRAPHICS

Aging into Medicare

800.283.0187 | leadconcepts.com




MEDICARE SUPPLEMENT PREMIUM SAVINGS

8.5 x 11" | S-D-13

<<YEAR>> MEDICARE HEALTH PLAN UPDATE
 RETURN REPLY ENCLOSED

U.S. POSTAGE PAID PERMIT 170
 U.S. AIR MAIL
 FIRST CLASS
 STANDARD

PROSPECT ADDRESS
 CITY, ST ZIP



S-D-13

REQUEST FOR INFORMATION

Please see that I receive all the Medicare benefits for which I am eligible.

Name: _____
 Spouse Name: _____
 Home Phone: (____) _____ Cell: (____) _____
 Email: _____

PROSPECT NAME
 PROSPECT ADDRESS
 CITY, ST ZIP



Please verify address---Complete and mail today

Message: <<Year>> Medicare Health Plan Update
 You may not be getting all the Medicare benefits for which you are eligible. There are new plans for <<Year>> that you should be aware of.
You may be missing out on what you are eligible to receive.

- What changes in Medicare are in store for the new year?
- Are you paying too much for your Medicare Supplement coverage?

Complete and return the attached free card to find out if you currently receive all the benefits for which you are eligible. Policies A - G, M & N are available. You may be able to qualify for premium savings from \$200 - \$500 per year.

There is no obligation and all the information is FREE!

Not affiliated with any government agency. An agent may contact you. Insurance related solicitation.

<<Year>>
 Healthcare
 Plan
 Update

Date of Birth and Spouse Date of Birth included in barcode when available.

TARGETED DEMOGRAPHICS

Ages 67-72 | Income \$30-125k+



CUSTOM CARRIER POSTCARDS

Varies in size

11 x 6"

Take advantage of the freedom to see any doctor that accepts Medicare.



Get more for your Medicare dollar with a Medicare Advantage PPO plan from UnitedHealthcare®. Whether you're at home or traveling, these plans give you the freedom to see any doctor nationwide. Medicare including both in and out of network doctors.

Attend a UnitedHealthcare plan meeting to learn more. Events will follow applicable public health safety guidelines.

<<Location>>
<<Date>>
<<Time>>
<<Address>>

You may call <<Agent>> for an over the phone or
Phone: <<Phone>>

11 x 6"

Join Humana for a Medicare enrollment event



Learn all about Humana Medicare Advantage plans
Come to a Medicare enrollment event at the local Humana office and learn about Humana's health plans.


- Medicare Advantage prescription drug (MAPD)
- Medicare Advantage (MA)
- Medicare Part D—stand-alone prescription drug coverage (PDP)

Please join us to learn more about 2023 Humana

Humana.

9 x 6"

You're invited



Join us for a free information session on the basics of Medicare.

There's no obligation to enroll in our plans.

Medicare Basics
<<Location>>
<<Address>>
<<City, State, Zip>>
<<Date>> <<Time>>

aetna

TARGETED DEMOGRAPHICS

Turning 65+

800.283.0187 | [leadconcepts.com](https://www.leadconcepts.com)

OUR CAPABILITIES

If you can imagine it, we can print it. Our company is adaptive, creative, and driven. We have the most advanced printing technology available at our fingertips, with the sales and innovative experience to guarantee that clients' expectations will be exceeded.

- World-class sales and support team
- Innovative in-house art department
- 25,000 square foot production floor
- Multiple industrial black and white and color printers
- Multiple industrial mail finishing machines
- Partnerships with industry-leading freight companies
- List acquisitions
- Multi-lingual capabilities





Once your leads are mailed back, our team scans them into Lead Link- a browser-based organizer through which agents can access and work their leads. Each client is supplied with a login and password to manage, assign, and track success.

CLIENT.LEADCONCEPTS.COM

View our
LeadLink
Tutorials!



HIGH LIGHTS OF LEADLINK

- Agent Overview
- Assign Leads
- Track Metrics
- View New Leads
- View Historical Data
- Export Responses/Leads



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