

Direct mail: New and renewing non-registered

FRONT



BACK



ENVELOPE



INSIDE SPREAD



Direct mail: Renewing registered

FRONT



BACK



ENVELOPE



INSIDE SPREAD

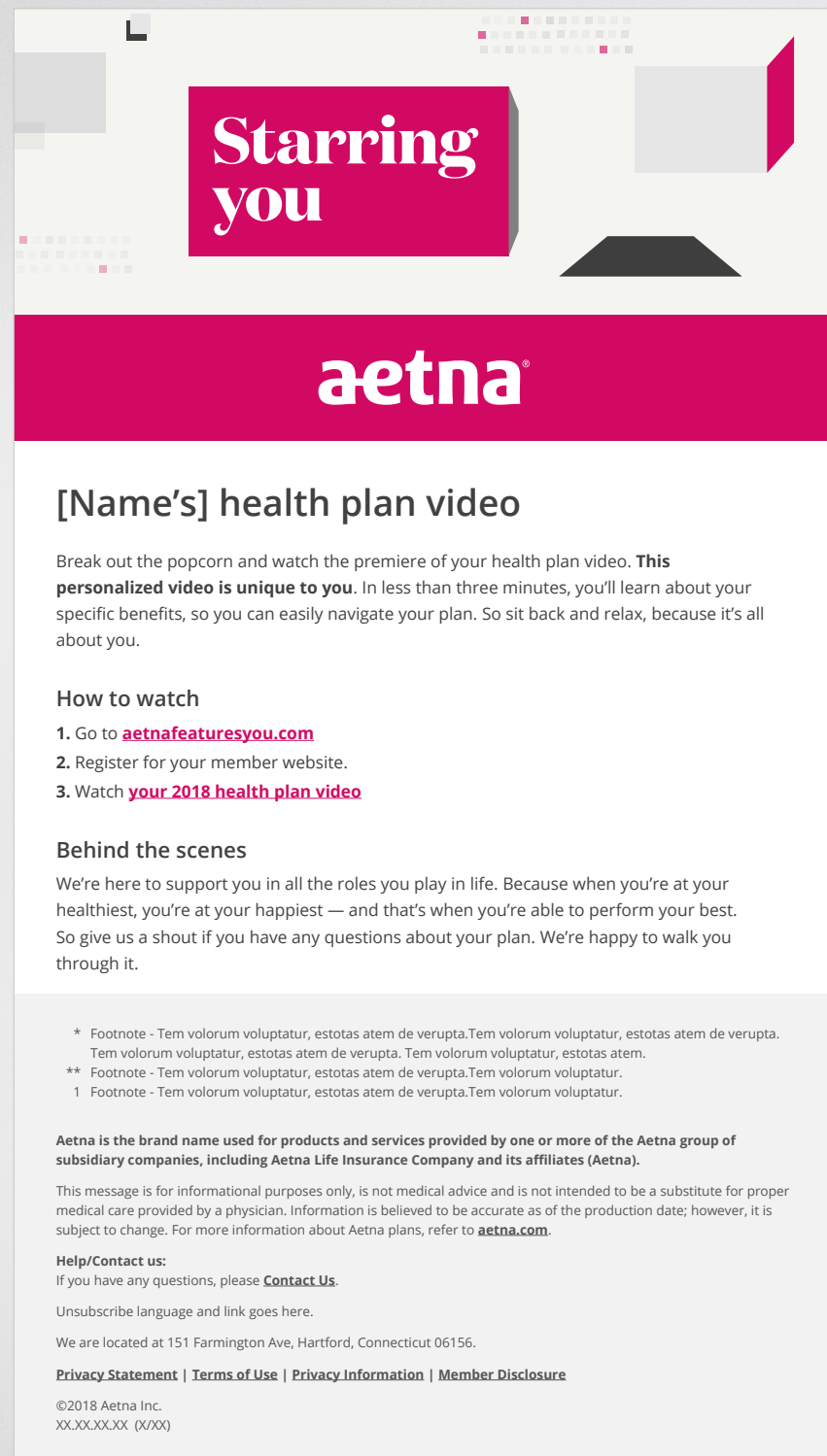


Email

MEMBER EMAIL

Subject line options

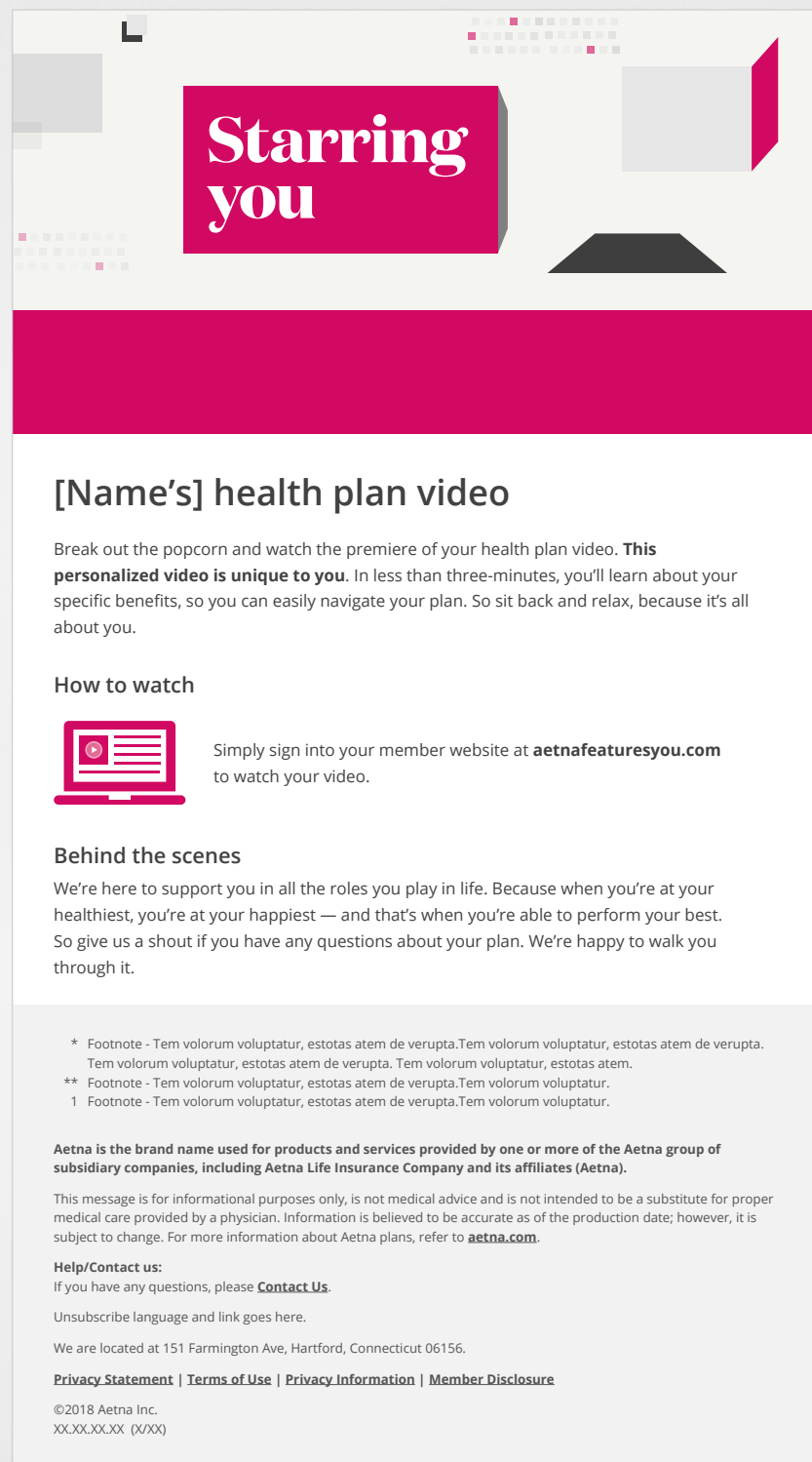
- A ticket to your 2018 health plan video
- VIP admission: [First name's] health plan video



RENEWING REGISTERED

Subject line options

- A ticket to your 2018 health plan video
- VIP admission: [First name's] health plan video



Plan sponsor materials

PS EMAIL

Subject line options

- Health insurance just got easier
- A health plan video for your employees

Lights,
camera,
action

Hi [First name],

We're excited you tell you about a first-of-its-kind health plan video for your employees. As you know, health insurance documents can be confusing and overwhelming. That's why **we created a quick, personalized video for each of your employees.**

Simply send the attachment to your employees to get them excited about their video, which is coming soon. They'll appreciate that you're making their health a priority, while saving them some time.

So what's the video all about?

Every video is unique in that it displays each employee's specific plan benefits. This will help them understand their coverage, so they can make the most of their plan. It's quick, easy and unlike anything your employees have ever seen.

* Footnote - Tem volorum voluptatur, estotas atem de verupta.Tem volorum voluptatur, estotas atem de verupta. Tem volorum voluptatur, estotas atem de verupta. Tem volorum voluptatur, estotas atem.

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XX.XX.XX.XX (X/XX)

ID INSERT

Notes

- 8.5x3.625 in
- 80# semi gloss text

Coming soon...

Your 2018 health plan video

We're excited to tell you about the first-of-its-kind health plan video that you helped create.

This personalized video covers your specific benefits, so you can easily navigate your 2018 health plan.

Right now, we're putting the finishing touches on your video. In the upcoming weeks, you'll receive instructions on how to watch it. Stay tuned!

aetna.com

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FLYER/ID INSERT

Notes

- 8.5x11 in
- 80# semi gloss text
- Could work as a a tri-folded ID insert

Coming soon...

Your 2018 health plan video

We're excited to tell you about the first-of-its-kind health plan video that you helped create.

This personalized video covers your specific benefits, so you can easily navigate your 2018 health plan.

Right now, we're putting the finishing touches on your video. In the upcoming weeks, you'll receive instructions on how to watch it. Stay tuned!

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