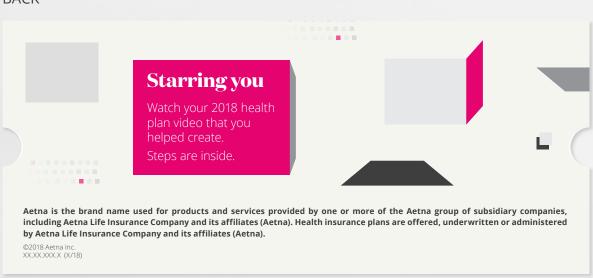
# Direct mail: New and renewing non-registered

# VIP admission

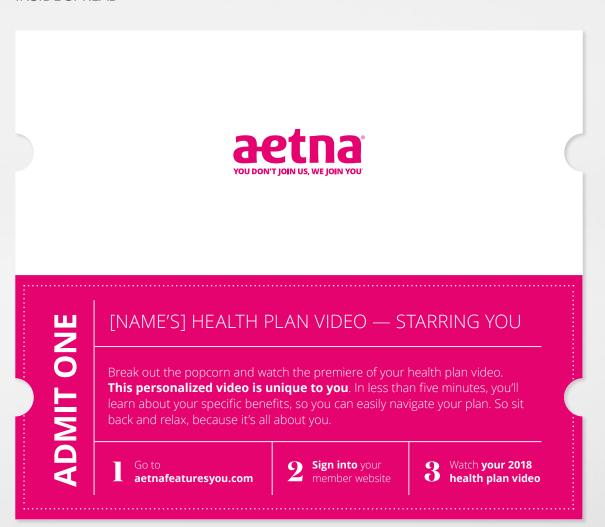
## BACK



#### ENVELOPE



#### **INSIDE SPREAD**

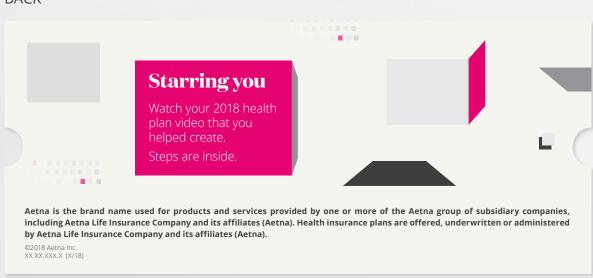


# **Direct mail: Renewing registered**

## FRONT



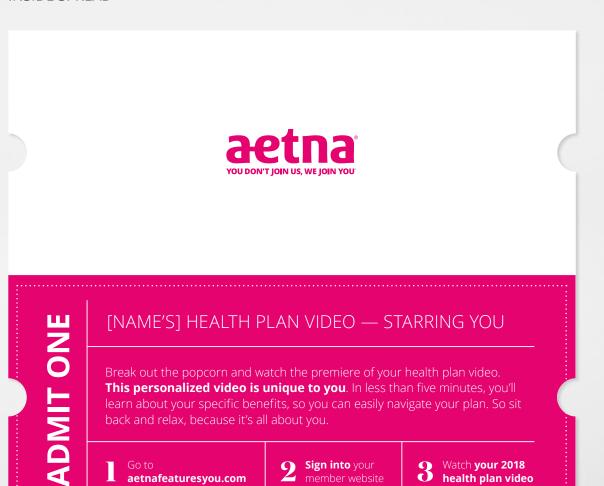
## BACK



#### 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



# aetna

# [Name's] health plan video

Break out the popcorn and watch the premiere of your health plan video. **This personalized video is unique to you**. In less than three minutes, you'll learn about your specific benefits, so you can easily navigate your plan. So sit back and relax, because it's all about you.

#### How to watch

- 1. Go to aetnafeaturesyou.com
- 2. Register for your member website.
- 3. Watch your 2018 health plan video

#### Behind the scenes

We're here to support you in all the roles you play in life. Because when you're at your healthiest, you're at your happiest — and that's when you're able to perform your best. So give us a shout if you have any questions about your plan. We're happy to walk you through it.

- \* 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.

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

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#### Help/Contact us:

If you have any questions, please **Contact Us**.

Unsubscribe language and link goes here.

We are located at 151 Farmington Ave, Hartford, Connecticut 06156.

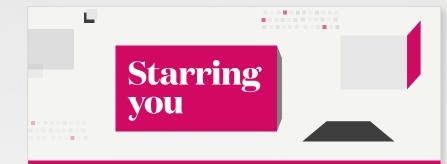
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#### **RENEWING REGISTERED**

#### **Subject line options**

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



# [Name's] health plan video

Break out the popcorn and watch the premiere of your health plan video. **This personalized video is unique to you.** In less than three-minutes, you'll learn about your specific benefits, so you can easily navigate your plan. So sit back and relax, because it's all about you.

#### How to watch



Simply sign into your member website at **aetnafeaturesyou.com** to watch your video.

#### Behind the scenes

We're here to support you in all the roles you play in life. Because when you're at your healthiest, you're at your happiest — and that's when you're able to perform your best. So give us a shout if you have any questions about your plan. We're happy to walk you through it.

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# Plan sponsor materials

## **PS EMAIL**

#### **Subject line options**

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



# aetna

# 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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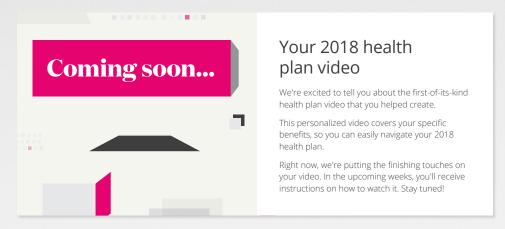
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## **ID INSERT**

#### Notes

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





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## **FLYER/ID INSERT**

#### Notes

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





# 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!



etna.com

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