



Here's how Aetna Medicare can help keep you out front with your clients.

In these demanding times, you need to team up with a carrier who can help you be even more productive – and help you build your business. You need to be *Out Front With Aetna*. Here's why:

AETNA'S BRAND VALUE

When you present Aetna to your clients, you have the assurance they'll be entrusted with an industry leader.

- ▶ High marks from all four of the major financial rating agencies¹
 - A.M. Best — A
 - Moody's — A1
 - Standard & Poor's — A+
 - Fitch — AA-
- ▶ More than 18.2 million medical members; more than 850,000 Medicare members²
- ▶ More than 155 years of insurance experience

¹ Pertains to Aetna Life Insurance Company financial strength; updated April 29, 2011

² As of June, 2011

FAST & RESPONSIVE SERVICE

To serve your needs, we've redoubled our efforts.

- ▶ Service center dedicated exclusively to our Medicare producers
 - Call one number for all administrative questions: 1-888-247-1050
 - Email brokerservice-medicareteam@aetna.com
- ▶ Producer World — our secure producer website for real time application status, commission information, product details, and customized enrollment kit orders

SALES SUPPORT TO GROW YOUR BUSINESS

We have the tools you need to get in front of more qualified prospects and close more business.

- ▶ 2012 MA-PD Sales Presentation and 2012 PDP Sales Presentation
- ▶ DocFind for mobile devices — to help your clients find a provider when they're on the go
- ▶ Medicare Print-On-Demand Marketing Materials Portal
 - Sales presentation seminar invitations
 - Lead generation tools
 - Co-branded sales literature
- ▶ Cross-sell opportunities: Individual under-65 plans that can include dental, small group

More on how Aetna Medicare can keep you out front with your clients.

PRODUCT CHOICES AND BENEFITS

Our products, and the added features that come with them, are what you'd expect from an industry leader. These include:

- ▶ All-in-one medical and prescription drug plans with:
 - Low or no monthly premiums
 - Maximum out-of-pocket costs
 - No medical underwriting
- ▶ Prescription Drug Plans (PDP), including plans that have:
 - No deductibles
 - Low, predictable copays for preferred and generic drugs
 - New co-branded plan offering with CVS/pharmacy offering a low, flat premium
- ▶ Nationwide provider and pharmacy networks
- ▶ Extra-value discounts to help your clients save money
 - NEW Memory aids and eldercare assistance
 - Hearing services and eyewear discounts
 - Gym membership and weight management discounts
- ▶ Added money-saving benefits for members
 - Aetna Rx Home Delivery® — MA-PD and PDP plans only
 - Annual vision and hearing exams — MA and MA-PD plans only
- ▶ Services that are especially helpful to the Medicare population
 - 24/7 telephone access to a registered nurse
 - Cancer screening and reminders — MA and MA-PD plans only
 - Dedicated disease and case management programs
 - Dedicated customer service team
 - Personal Health Record tool keeps health information in one place

INFORMATION TO KEEP YOU CURRENT

We'll keep you updated on what's happening at Aetna Medicare and the industry through:

- ▶ *Broker Alerts* — regular updates via email
- ▶ Periodic news on health care reform and Medicare regulations to keep you "out front" with your clients

Resources to find information about Aetna's plans or Medicare Advantage plans in general:

- ▶ Medicare Broker Support Unit: 1-888-247-1050
brokerservice-medicareteam.com
- ▶ Commission Inquiries: 1-800-622-3435 BrokerComm@aetna.com
- ▶ Licensing and Appointment: 1-866-511-2863 LAAUmedicare@aetna.com
- ▶ Producer World: go to www.aetna.com/producer and click on Log into Producer World
- ▶ Submit Enrollment Applications:
 - Please contact your general agent or FMO for specific application submission information.
- ▶ Centers for Medicare and Medicaid Service (CMS): www.cms.gov



Not for distribution to Medicare beneficiaries. Producers must be licensed in the applicable state, appointed by Aetna, and certified under the Producer Certification Program prior to engaging in the sale of Aetna products. Health insurance plans are offered by Aetna Health Inc., Aetna Health of California Inc. and/or Aetna Life Insurance Company (Aetna). Discount programs provide access to discounted prices and are NOT insured benefits. Home Delivery refers to Aetna Rx Home Delivery, LLC, a subsidiary of Aetna Inc., which is a licensed pharmacy that operates through mail order. For more information on Aetna products, refer to www.Aetna.com.