

You've Got Business to Write!

The 2014 Medicare Annual Enrollment Period ("Open Enrollment") begins October 15 and runs through December 7. Marketing begins on October 1.

Coventry Supports Your Success Log in to AdBuilder for custom, compliant materials

Use our online AdBuilder to personalize compliant, professional marketing materials free of charge.

- CMS-approved materials
- General AEP advertising lets you deliver the right messages, reach Medicare eligibles in your local market, generate leads, and thank your clients
- Choose from direct mail materials, letters, flyers, newspaper ads, and more
- **COMING SOON:** More Coventry-branded pieces, and our 2014 Broker Marketing Materials Catalogs (MAPD & Part D)

Here's how Ready to Sell Coventry brokers and agents can access AdBuilder now:

1. First Health Part D and each Coventry Medicare Advantage plan has its own AdBuilder online storefront. If you represent different Coventry plans, you need to login to each health plan's unique website:

customadbuilder.com/altius

customadbuilder.com/florida

customadbuilder.com/georgia

customadbuilder.com/healthamerica (Pennsylvania and Ohio)

customadbuilder.com/iowa (Iowa, Nebraska and South Dakota)

customadbuilder.com/illinois

customadbuilder.com/kansas

customadbuilder.com/louisiana

customadbuilder.com/missouri

customadbuilder.com/northcarolina

customadbuilder.com/texas

customadbuilder.com/westvirginia

customadbuilder.com/firsthealthpartd

We recommend you also bookmark the sites for convenience.

2. Once you "Submit" your completed marketing piece, it will be sent to your local Coventry plan Broker Manager for review. Upon approval by your local Coventry plan, usually only a few days, you will receive an email with a link to access a print-ready pdf of your personalized marketing piece. (If the piece is not approved, you will receive an explanation why. Submissions that are not approved can be modified and resubmitted.)
3. To request a new AdBuilder password or for technical assistance email help@customadbuilder.com.

Here's to great marketing and great selling!

For additional AEP assistance contact your upline marketing organization, your local Coventry sales team, or the Medicare Broker Services Department at 866-714-9301, 8 a.m.- 6 p.m. ET, Monday-Friday or brokersupport@cvty.com.

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