



April 13, 2012

Updated Medicare Broker Marketing Materials

Use Ad Builder to Generate and Lock-in New Business!

Coventry's online Ad Builder is a key tool for your success, and it's free! Check out our 2012 Medicare Advantage and Part D Broker Marketing Materials Catalogs that show examples of advertisements that all Coventry ready-to-sell partners can access on Ad Builder. The catalogs include step-by-step instructions for getting started using this easy online resource.

Position your name and deliver the right messages to connect with new Medicare-eligible customers in your local market, stay in touch with existing clients, and win more business!

Select and personalize professional quality, print-ready direct mail and newspaper ads that are CMS-approved:

[Medicare Advantage Broker Marketing Materials Catalog](#)

[Part D Broker Marketing Materials Catalog](#)

* Ready to sell agents receive an email directly from StrategyBay, our partner host for the Ad Builder website. The email includes a pre-assigned User ID and "confirmation code" and outlines instructions for setting up your password. If you have questions or need assistance, or if you need to set/reset a secure password, email Toolkitassist@strategybay.com.

Coventry's Medicare Broker Marketing Materials Catalogs are also available on the portal at <http://broker.cvty.com> and include contact information for your local Coventry broker specialist.

Let us know how we can be of help! Contact your upline marketing organization, your local Coventry team, or our Medicare Broker Services Department at 866-714-9301, Monday-Friday, 8 a.m.-6 p.m. ET.

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