

# Trail to Success: Your 2026 AEP Resource Guide

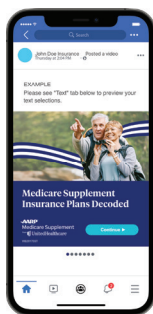
for AARP® Medicare Supplement Insurance Plans from UnitedHealthcare®

Your path to the Annual Enrollment Period (AEP) starts here. This guide maps out recommended **UHC Agent Toolkit** materials to use from week to week before and during AEP, helping you stay engaged with prospects to help support their Medicare coverage decisions. All materials\* on Toolkit can be downloaded digitally at **no extra cost** and are available **anytime**.



## Med Supp AEP Checklist

Have this flyer available for new and existing clients to help them prepare for making a decision that best suits their needs leading up to AEP.



## Med Supp Educational Carousel Social Media Posts

Build awareness before AEP with educational social posts that help make Medicare Supplement topics easier to understand.



## Med Supp Benefits Highlight Flyer

Help clients better understand Medicare Supplement coverage with a flyer that highlights key benefits in a clear, easy-to-read format.

Stay on Trail  
**AEP  
Begins  
October 15**

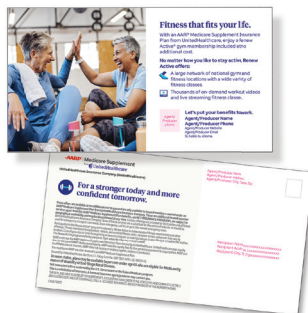
10/19



## New to Medicare - Medicare Options Mailer

Reach new-to-Medicare prospects with a mailer that highlights Medicare Supplement benefits, features, and coverage options.

10/26



## Med Supp Renew Active Postcard

Mail this postcard to prospects to highlight the Renew Active® gym membership included with most AARP Medicare Supplement Plans at no additional cost.

11/2



## Med Supp Market Disruption Digital Ad

Use this digital ad to reach those affected by coverage disruptions and introduce Medicare Supplement coverage they may count on year after year.\*\*



11/9



### Med Supp Strength in Numbers Letter

Help build confidence with a letter highlighting the millions of members who trust UnitedHealthcare for their Medicare Supplement coverage.

11/16



### Med Supp Smart Now, Smart Later Postcard

Encourage prospects to not only consider today, but to also think ahead with a simple introduction to Medicare Supplement coverage and how it may help make out-of-pocket medical expenses easier to manage.

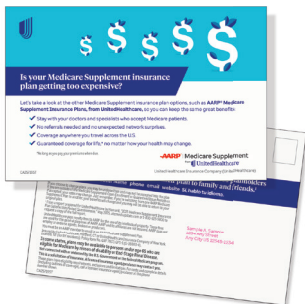
11/23



### Med Supp Social Media Posts

Share relatable social content that helps prospects see how Medicare Supplement coverage may fit into their daily lives.

11/30



### Med Supp Too Expensive Postcard

Send this postcard to clients who are enjoying their Medicare Supplement plan, but may be concerned about the costs. Let them know they have options and may qualify for premium discounts for an AARP Medicare Supplement Plan so they can keep their same great benefits.



**And don't forget, Medicare Supplement plans don't have an annual enrollment period—eligible clients can apply any time.\***



**Medicare Supplement**  
from  **UnitedHealthcare**

\*Not all materials are available in all states.

\*\*As long as premiums are paid when due and there was not any material misrepresentation on the application.

†If applying outside of Medicare Supplement Open Enrollment or a Guaranteed Issue period, clients can apply later at any time, but they may be underwritten and charged a higher premium rate or denied coverage.

AARP endorses the AARP Medicare Supplement Insurance Plans insured by UnitedHealthcare Insurance Company or an affiliate (collectively "UnitedHealthcare"). UnitedHealthcare pays royalty fees for the use of AARP intellectual property. AARP uses the royalty fees for the general purposes of its organization. AARP and its affiliates are not insurers. AARP does not employ or endorse agents, brokers or producers.

September 2026. **Confidential and proprietary information of UnitedHealth Group. For internal/agent use only. Not for distribution to the general public. Do not distribute or reproduce any portion without the express written permission of UnitedHealth Group.**