AARP | Medicare Supplement from UnitedHealthcare

Path to Success: Your 2026 Marketing Material Roadmap

for AARP® Medicare Supplement Insurance Plans from UnitedHealthcare®

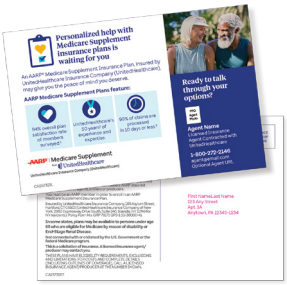
Thinking about using marketing materials from the **UHC Agent Toolkit,** but not sure where to begin? This roadmap can help guide you! See what's available and learn how and when to use each piece to stay on track all year. Remember, all materials on Toolkit can be downloaded digitally ***at no cost*** and are available ***anytime***.

January

Med Supp Seasonal Social Media Posts

Jump start your year by downloading the seasonal social posts ahead of time so you're ready to keep your clients consistently engaged.

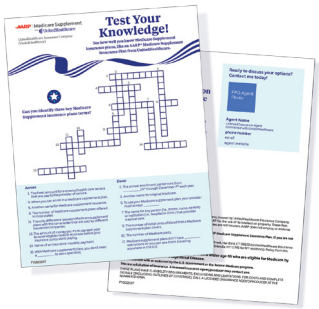
February



Med Supp Guidance Lead Gen Postcard

Let your clients know you're ready to provide personalized help with Medicare Supplement with this postcard that highlights the features that may give them peace of mind.

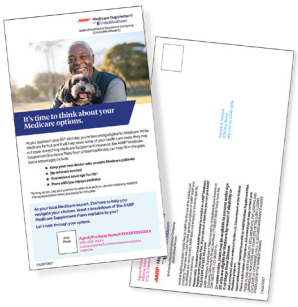
March



Med Supp Crossword Puzzle

Use this flyer to test your clients' knowledge of Medicare Supplement plans. Great for one-on-one or group settings before a meeting starts.

April



New to Medicare Drip Campaign - Let's Talk Medicare Postcard

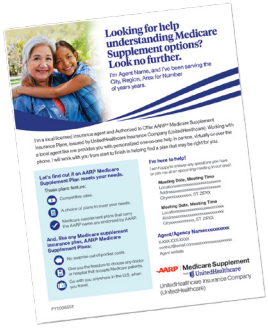
Send the first effort in the Med Supp New to Medicare Drip Campaign to prospects to highlights the key advantages of Medicare Supplement Plans including keeping their doctor, guaranteed coverage, and low copays.

May

Med Supp No Surprises Flyer

Build your book of business by sharing this flyer that highlights the predictable coverage an AARP Medicare Supplement Plan may provide your clients.

June



Med Supp I'm Your Local Agent Flyer

Promote yourself as a local agent while sharing some of the benefits prospective members could take advantage of with an AARP Medicare Supplement Insurance Plan.

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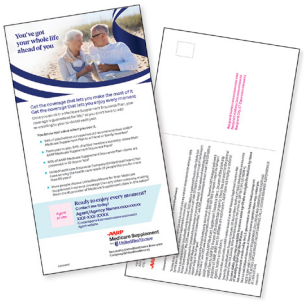
July

Med Supp Puzzle Letter

Send this letter to prospects to remind them that Medicare doesn't cover 100% of medical costs and why an AARP Medicare Supplement Plan may be the missing piece they need.

August



Med Supp Do Nothing Postcard

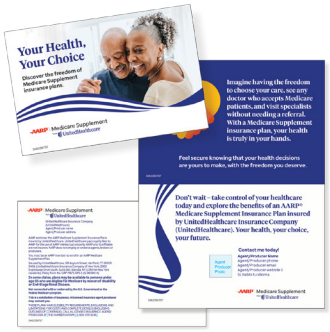
Mail this postcard to prospects who may be interested in coverage that doesn't slow them down. With guaranteed coverage for life,* enrollees will have one less thing to worry about.

September

Med Supp AEP Checklist

Have this flyer available for new and existing clients to help them better prepare for making a decision that best suits their needs during the Annual Enrollment Period (AEP).

October



Freedom to Choose Self Mailer

Send this mailer to your clients to highlight the power of choice. Help them discover which AARP Medicare Supplement Plan may be right for their needs and budget.

November

Med Supp Market Disruption Digital Ad

Use this digital ad to reach those who may be impacted by recent disruption to their Medicare coverage. Help them find the coverage they won't need to change every year with an AARP Medicare Supplement Plan.

December

Med Plans Holiday Greeting Card and Envelope

Stay in touch with your clients during the holidays with this AARP Medicare Plans branded greeting card and plan for the year ahead with other seasonal greeting cards available on Toolkit.

Search **"MS Roadmap"** to quickly find these materials. Please note, not all materials may be available in all states. Be sure to check back frequently to see if your state has been added.

AARP Medicare Supplement from UnitedHealthcare

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

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