



# Months to Effective campaign

## Overview

- Mailing or email sent to new members who have been accepted into an AARP Medicare Supplement Plan month(s) prior to their plan effective date that welcomes new members to their plan and encourages them to take full advantage of their benefits. These touchpoints provide information on how to register for an online account, download the mobile app, and explore payment options in advance of their plan start date.

## Key Objectives

- Welcome the member and express gratitude
- Reinforce plan understanding
- Help member set up digital tools (online account & mobile app)
- Help member understand and set up their payment options (specifically promote recurring EFT)
- Remind member how they can get in touch

## Timing

- Two touchpoints – 1 at 60 days pre-effective, and a second at 30-days. (The 60 day audience gets both communications, and the audience grows larger the closer to the effective date, so the 2nd TP @ 30 days has a larger circ. than the 60 day TP.)

## Outcome Goals

- Increased plan understanding for new members
- Increased plan utilization
- Increased digital adoption
- Increased Paid rate

## Screenshots of Comms

**AARP Medicare Supplement**  
from UnitedHealthcare


PO BOX 9003 • Huntingdon Valley, PA 19006-9998

<FirstName\_LastName>  
<Address>  
<City State ZIP>

<Date>  
<Membership Number: 0000000000-11>  
<Insured Member: FirstName\_LastName>

**Dear <FirstName>:**

Thank you for choosing UnitedHealthcare to help support your health and wellness. While there's a little time before your AARP® Medicare Supplement Plan from UnitedHealthcare begins, it's a good idea to become familiar with your plan and online offerings.



**You're just a few short weeks from the <Month Year> effective date for your AARP® Medicare Supplement Plan <G>.**

As you know, your Medicare Supplement plan helps you with many of the costs that Original Medicare doesn't cover, such as copayments, coinsurance and deductibles.


**In addition, you'll be able to move forward with the assurance that you can:**

- See any doctor or specialist who accepts Original Medicare,\* with no worries about network limitations\* and no referrals needed for specialists
- Travel across the U.S. with coverage that travels with you
- Plan your health budget with predictable out-of-pocket medical expenses
- Relax, since you have guaranteed coverage for life\*\*

**What can you do while you wait?**

There are a few steps you can take right now that will make the transition to a Medicare Supplement plan easier in the future.

**Want info at your fingertips?** The UnitedHealthcare® mobile app gives you easy access to your plan, benefits and more, right from your smartphone. It's free and available in the Apple App Store® and Google Play Store®.



**Scan the QR code to download the app.**

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Create an online account so you can explore helpful features. If you have not registered for your online account yet, you can do so through the mobile app or by going to [myAARPMedicare.com](http://myAARPMedicare.com). All you need is the Membership ID number at the top of this letter and an email address. Your online account makes it easy for you to stay on top of plan details, documents and claims, pay monthly premiums, see your health insurance ID card and more.

Scan the QR code to watch a video about what to expect from your online account and the simple registration process.



Set up automatic payments through Electronic Funds Transfer (EFT). Enrolling in EFT means you won't have to remember to pay your premium every month – it will be automatically deducted from your checking or savings account. Log in to your online account and go to [myAARPMedicare.com/payments](http://myAARPMedicare.com/payments) to enroll, or call UnitedHealthcare Customer Service at 1-800-523-5800 and we'll get you ready to go.

### We're here for you

If you have additional questions, we're ready to help.

- Download the **UnitedHealthcare app** for 24/7 access to your plan details, benefits and more. The app is free and available in the Apple App Store® and Google Play Store®.
- Chat online with a UnitedHealthcare Customer Service representative. Sign in at [myAARPMedicare.com](http://myAARPMedicare.com), scroll down to **Help & Contact Us**, then click the **Chat** button in the bottom right-hand corner of the page to start a conversation.
- Or call UnitedHealthcare: **1-800-523-5800**, TTY 711  
Para español: **1-800-822-0246**  
Weekdays from 7 a.m. to 11 p.m., ET  
Saturdays from 9 a.m. to 5 p.m., ET

Again, thank you for choosing UnitedHealthcare. We'll be in touch again closer to your effective date!

Warm regards,  
UnitedHealthcare Member Services



\*Provider must be accepting Medicare patients.  
\*\*In-network hospitals must be used for plan holders with Medicare Select plans.  
\*\*As long as you pay your premiums when due and you do not make any material misrepresentation when you apply for this plan.  
UnitedHealthcare Insurance Company and affiliates pay royalty fees to AARP for the use of intellectual property. These fees are used for the general purposes of AARP, AARP and its affiliates are not insurers. Insured by UnitedHealthcare Insurance Company or an affiliate (collectively "UnitedHealthcare"). Refer to your Certificate of Insurance for your Insurer. For New York Certificate holders: Insured by UnitedHealthcare Insurance Company of New York. For Washington Certificate holders: Insured by UnitedHealthcare Insurance Company.

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<FirstName\_LastName>  
<Address>  
<City State ZIP>

<Date>  
<Membership Number: 0000000000-11>  
<Insured Member: FirstName\_LastName>

**Dear <FirstName>:**

Thank you for choosing an AARP® Medicare Supplement Plan from UnitedHealthcare to be alongside you in your health care journey.



**On <Month XX, Year> you can start using all the benefits of your AARP® Medicare Supplement Plan <G>.**

**Helpful reminders and good-to-knows**

Here are a few things to know and a few ways to prepare as your coverage kicks in.

Your plan will continue as long as you pay your monthly premium – you won't have to watch the calendar and worry about annual plan changes.\*

Medicare Supplement Plan <G> works together with Original Medicare to limit your out-of-pocket costs when you use Medicare-approved doctors and services. Medicare must first approve your claims in order for your Medicare Supplement plan to cover them.


Your plan can make a significant difference in terms of your out-of-pocket costs and premium amount compared to relying solely on Original Medicare Parts A and B for your coverage.

**Use digital tools for easier ways forward**

Get the most from your plan with convenient 24/7 access to plan benefits, claims, your health insurance ID card and more.

**Start by downloading the UnitedHealthcare® app to your smartphone**

Stay connected and enjoy convenient access to resources and information, including your health insurance ID card. This way, you'll always have your Membership number at your fingertips. The app is free and available in the Apple App Store® or Google Play Store®. **Simply scan the QR code to get started.**



**Register on the app or at myAARPMedicare.com**

Creating an online account takes only a few minutes. To register, have your health insurance ID card and email address ready. Select **Register Now** or download the UnitedHealthcare app and select **Create Account**. Once you're logged in, you can find digital documents such as your Electronic Explanation of Benefits (eEOB) and set up preferences for going paperless.

### <Your first month's premium payment must be complete before your start date

You can make automatic payments through **Electronic Funds Transfer (EFT)** – that way, you don't have to remember to transfer money or write checks. You can sign up for recurring payments in your online account, or call UnitedHealthcare Customer Service at **1-800-523-5800** and a representative will help you with the enrollment process. You can also make one-time payments online at [myAARPMedicare.com/quickpay](http://myAARPMedicare.com/quickpay) if you prefer.

### Explore your new plan

By now, you should have received your Welcome Kit with important plan information and health insurance ID card. Here are additional resources to help you learn more:



Scan the QR code to watch a video about how your plan works



Scan the QR code to learn about the Wellness Extras you can use once your plan starts

Find more information through the UnitedHealthcare app or [myAARPMedicare.com/benefits](http://myAARPMedicare.com/benefits). For a full explanation of your coverage, please review the Certificate of Insurance that you received.

### We're here to answer questions, now and moving forward

- Explore the **UnitedHealthcare app** to learn more about your plan details, benefits and resources. It's free and available in the Apple App Store® or Google Play Store®.
- Have questions about your plan? Sign in at [myAARPMedicare.com](http://myAARPMedicare.com), scroll down to **Help & Contact Us**, then click the **Chat** button in the bottom right-hand corner of the page to chat live with a UnitedHealthcare Customer Service representative.
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Saturdays from 9 a.m. to 5 p.m., ET



Thank you again for choosing a Medicare Supplement Plan <G>. Count on UnitedHealthcare to make the path ahead easier, so you can focus on the things that matter most to you.

Warm regards,  
UnitedHealthcare Member Services