



AEP27 Medicare Supplement Retention Campaign

Overview

- The AEP Medicare Supplement Retention Campaign is designed to reinforce the value of Medicare Supplement coverage and strengthen members' confidence in their plan choice by highlighting available benefits, services, and resources. Members receive a direct mail piece or email featuring key plan benefits, with the option to engage in an interactive personalized quiz experience for additional engagement.

• Key Objectives

- Reinforce the plan value by highlighting easy-to-use benefits and wellness extras (if eligible)
- Strengthen members' confidence in their plan choice
- Remind members that **no action** is needed to continue their coverage as long as the premium is paid when due

Timing

- Deploys October 20, 2026

Outcome Goals

- Med Supp member remains in their original plan
- Increase awareness and utilization of plan benefits and wellness extras

Screenshots of Direct Mail

UnitedHealthcare

(-SAMPLE_A_SAMPLE-)

(-ANY_STREET_1-)

(-ANY_STREET_2-)

(-ANY_CITY-)(-STATE-)(-ZIP_CODE-)

Dear (-INSURED_MEMBER_FIRST_NAME_LAST_NAME_SUFFIX-),

At UnitedHealthcare®, our priority is to support you and your health through your AARP® Medicare Supplement Plan from UnitedHealthcare®. Thank you for your trust and the opportunity to support you every step of the way.

Because you have a Medicare Supplement plan, UnitedHealthcare wants to assure you that you do not need to take action during the Medicare Annual Enrollment Period (AEP). Your plan coverage continues year after year as long as you continue to make your premium payments when due.

With dependable coverage and benefits that are easy to use, your plan supports you in many ways, today and in the future, including:

Freedom to choose your provider:

Go to any doctor or hospital that accepts Medicare.

Care on your terms:

No referrals required, so you can focus on your health.

Financial peace of mind:

Helps pay Medicare-approved costs for covered services that Original Medicare doesn't pay.

Consistent coverage for life:

Your plan stays with you for life*, regardless of changes to your health, and the benefits stay the same year after year.

Thank you for being a valued insured member. You can count on dependable coverage and support every step of the way.

Sincerely,

UnitedHealthcare Member Services

(over, please)

*As long as you continue to pay your monthly premium payments when due.

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AARP Medicare Supplement

from UnitedHealthcare

Fitness, discounts and you

Explore a fitness program for mind and body, including online fitness activities and livestream classes, brain health and more, at no additional cost to you. Plus, discounts for dental, vision and hearing services and 24/7 access to speak to a registered nurse who can help answer your medical questions. If you want to learn more, scan this QR code using your smartphone's camera, or sign in to [myAARPMedicare.com/wellness-extras](#).

Chat with customer service

Have questions about your plan? You can chat with a UnitedHealthcare customer service representative online or on the UnitedHealthcare® app during business hours. To get started, sign in at [myAARPMedicare.com](#) or open the UnitedHealthcare app and go to the chat bubble to start a conversation.

[These offers are available at no additional cost to you and are only available to insured members covered under an AARP Medicare Supplement Plan from UnitedHealthcare Insurance Company. These are additional insured member services apart from the AARP Medicare Supplement Plan benefits, are not insurance programs, are subject to geographical availability and may be discontinued at any time. None of these services are a substitute for the advice of a doctor or should be used for emergency or urgent care needs. In an emergency, call 911 or go to the nearest emergency room.]

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Screenshots of Email and pURL

AARP Medicare Supplement

from UnitedHealthcare

Plan holder since -REDACTED-

Thanks for choosing an AARP® Medicare Supplement Plan from UnitedHealthcare®

See all the ways Medicare Supplement supports you

Because you have a Medicare Supplement plan, UnitedHealthcare wants to assure you that you do not need to take action during the Medicare Annual Enrollment Period (AEP). Your plan coverage continues year after year as long as you continue to make your premium payments when due.

With dependable coverage and benefits that are easy to use, your plan supports you in many ways, today and in the future, including:

Freedom to choose your provider:

Go to any doctor or hospital that accepts Medicare.

Care on your terms:

No referrals required, so you can focus on your health.

Financial peace of mind:

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Consistent coverage for life:

Your plan stays with you for life*, regardless of changes to your health, and the benefits stay the same year after year.

Take the quiz

This 3-question interactive quiz is designed to help you better understand your Medicare Supplement plan. As you answer questions, you'll get helpful information about how your plan works, from how it helps cover out-of-pocket health care costs to how its benefits support you now and in the future.

Test your knowledge

Fitness, discounts and you

Explore a fitness program for mind and body, including online fitness activities and livestream classes, brain health and more, at no additional cost to you. Plus, discounts for dental, vision and hearing services and 24/7 access to speak to a registered nurse who can help answer your medical questions.

Sign in to learn more

AARP Medicare Supplement

from UnitedHealthcare

Visit [myAARPMedicare.com](#)

Sign in for 24/7 plan information, wellness resources and more.

Welcome, <First Name>.

Understanding your health plan is key to making the most of it. Which is why your AARP® Medicare Supplement Plan from UnitedHealthcare® is designed to help keep things simple. Take this interactive quiz to see how well you know your plan. You may even discover more reasons it's still the right plan for you.

Get started

Important Disclosures

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