



Instructions for Using CMS-approved Template
M0003_09PFFS_504_H0846H5952H5227_Brkr Prtl CMS File & Use Date: 12/28/2008

File Type: Press-ready PDF; print 1-sided; four-color
Finished Size: 11 " h x 8.5" w

- This template is designed for use as a Flyer
- Pre-printing preparation and Coventry Health Care pre-production review is required, as indicated below under "Requirements". For best production results, assistance from your local printing vendor is recommended.

REQUIREMENTS AND USE OF THIS PDF TO MARKET COVENTRY HEALTH CARE MEDICARE ADVANTAGE PRODUCTS

PREPARATION

- You (or the print vendor) will insert your personal information into the templates in the designated **Form Fields where Red lettering appears.**
- Remember that this PDF contains Form Fields for your logo as well as your contact information, including your **Phone Number and Mailing Address (Name, Street, City, State and Zip Code).**
- **Click directly into the Form Fields to activate the text and type your information/insert your logo.**
- **Any Form Field text not used MUST BE DELETED or it will print as shown.**
- Be sure to verify that you have removed any editing brackets [] and/or carrots < > which may appear. These notations are commonly used in CMS submitted and approved documents, but they are not to appear in pre-production PDFs or in final print production.

APPROVAL

Prior to final production or distribution of this PDF-based marketing template, or for any marketing material that you create and use to market Coventry products, you MUST forward electronically a pre-production PDF (a "proof") to Coventry Health Care Medicare Marketing Department for review and approval. Coventry Marketing MUST review and give signoff on your pre-production proofs.

- Email your prepared proof to: Marketing.Medicare@cvty.com
- Indicate "Approval to Distribute" in the subject line of the email.
- Coventry Health Care will email you back confirmation of approval or let you know what modifications need to be made to the piece.
- If modifications are required, you must make the changes and re-submit to Coventry Health Care for approval following the process above.

USE OF APPROVED MATERIALS

- Once approved, the marketing piece must be used and distributed to beneficiaries exactly as approved. No changes or adjustments to content are permitted.
- Do not remove the CMS ID number and approval date located at the end of the document on all final printed materials.
- Hard copies of the marketing piece must be submitted to Coventry Medicare Marketing within 15 Days after production. Submit four (4) hard copies of the final creative (as produced and distributed to beneficiaries).
- In addition, for direct mail marketing, you must include Coventry Health Care in your mail list (seed our address).

Address for sending required hardcopies and for seeding mail lists:

Coventry Health Care, Inc.
Attn: Medicare Marketing
6310 Hillside Court, Suite 100
Columbia, MD 21046

Is Your Current Medicare Plan Enough?

What about getting the coverage benefits of Original Medicare, plus extra benefits: **annual routine vision and hearing exams, 50% of the cost of semi-annual dental cleanings and check-ups....and even more?**

Take a look at Coventry Health Care Medicare plans

- \$0 copay and low deductible plans with affordable premiums so you know what to expect and can manage your out-of-pocket costs
- Annual preventative exams and screenings for vision, hearing, dental cleanings, mammograms, colorectal and prostate
- Some plans offer prescription drug options

Medicare's Open Enrollment Period only runs from January 1 – March 31, 2009. Now is the time when you can add or change coverage to get exactly what you need at a price you can afford.

Call Today to request additional information about your Medicare Advantage options from Coventry

8:00 a.m. – 8:00 p.m., local time,
seven days a week
(TTY/TDD 1-888-788-4010)



Coventry Health Care and its subsidiaries, including First Health Life & Health Insurance Company, Coventry Health and Life Insurance Company and Cambridge Life Insurance Company, contract with the Centers for Medicare & Medicaid Services (CMS), the Federal agency that administers Medicare. Contracts are renewed annually and the availability of coverage beyond the contract year is not guaranteed.

You must continue to pay your Medicare Part B premium if not otherwise paid for under Medicaid or by another third party.