



### **Instructions for Using CMS-approved Template**

**M0003\_09PFFS\_506\_H0746H5952H5227\_OEP Agnt Ad CMS File & Use Date: 12/27/2008**

*File Type: Press-ready PDF; print 1-sided; four-color front*

*Finished Size: 5 " h x 7" w*

- This template is designed for use as a Postcard
- 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.
- Print on cardstock so postcard is sturdy enough to mail (80 pound cardstock 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 **Name and Phone Number.**
- **Click directly into the Form Fields to activate the text and type your information.**
- **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](mailto: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**



# Have You Thought About Medicare Choices?

Now is the time to discuss and consider your options for a Medicare Advantage plan that will meet your current and future needs.

January 1 – March 31 is Open Enrollment, when you can choose to change to a plan that offers added benefits and low premiums. Or, maybe it's worth considering a Medicare Advantage plan that has it all – medical and prescription drug coverage.

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Call to request information, or to schedule an appointment convenient for you.

**(TTY/TDD 1-888-788-4010)**

**8:00 AM – 8:00 PM local time, seven days a week**