AARP | Medicare Supplement from UnitedHealthcare

2025 Sample Campaign Calendar

for AARP® Medicare Supplement Insurance Plans from UnitedHealthcare®

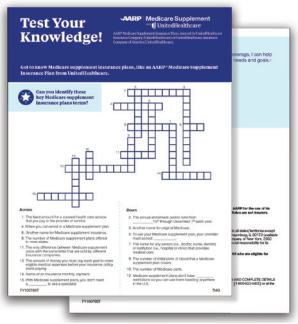
Interested in using marketing materials on the **UHC Agent Toolkit,** but not sure where to begin? Check out some of the materials available below and an example of how and when to use them throughout the year. Remember, these materials can be downloaded digitally ***at no cost*** and are available for use ***anytime***.

January

Med Supp Member Preventive Care Flyer

Now is a good time to remind your clients who are currently enrolled in an AARP Medicare Supplement Plan of some of the preventive care services that are covered by Original Medicare.

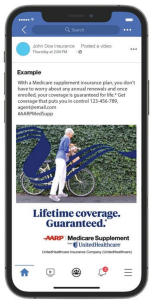
February



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.

March



Med Supp Social Media Posts - Choice

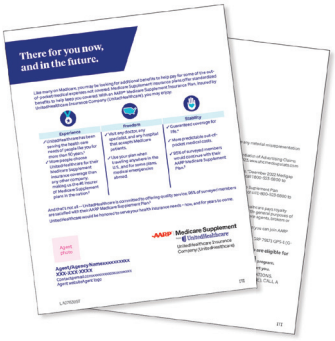
With a variety of messaging options, you can quickly customize and download multiple posts to reach a larger audience of prospective and current clients, highlighting the hassle-free Medicare experience of Medicare Supplement plans.

April

Med Supp Benefits Flyer

Tailor this flyer to each unique client by selecting which benefits of AARP Medicare Supplement Plans to highlight that may be most important to them.

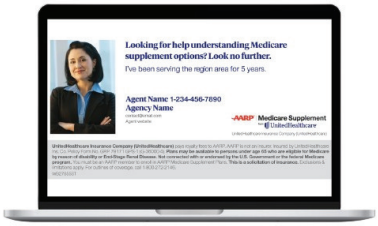
May



Med Supp Pillars Flyer

Send this flyer out in an envelope or hand it directly to clients, reminding them of the experience, freedom and stability of an AARP Medicare Supplement Plan.

June



Med Supp Local Agent Digital Ad

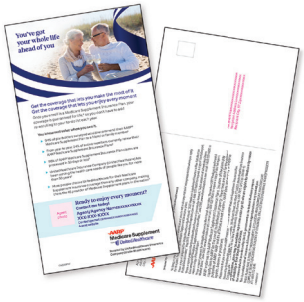
Promote yourself as a local, trusted partner in your community by placing this ad on websites, a digital billboard along your local highway or in your local mall, on a park bench or in your local online newspaper.

July

Med Supp Medicare 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

Med Supp Market Disruption Mailer

Have clients impacted by changes in the Medicare marketplace? Customize this mailer to help them understand why the benefits of AARP Medicare Supplement Plans may be a good fit for them.

November

Med Supp Digital Ads

With multiple messaging options highlighting the value of Medicare Supplement plans, customize these ads to suit your desired placement. Place these on digital boards in airports, taxis, malls, coffee shops and more!

December

Med Supp Social Media Posts - Control

Customize this post with available messaging and headline options to promote the financial control of Medicare Supplement plans to prospects.

Search **"MS Campaign"** 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.

AARP endorses the AARP Medicare Supplement Plans insured by UnitedHealthcare Insurance Company or an affiliate (collectively "UnitedHealthcare"). UnitedHealthcare pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP and its affiliates are not insurers. AARP does not employ or endorse agents, brokers or producers.

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