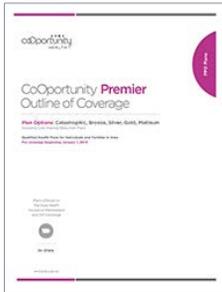


SALES & ENROLLMENT MATERIALS

Individual Market Segment



Pre-Enrollment Sales Materials: Plans Available On & Off Marketplace



M-00018 (09/13)
Outline of Coverage
CoOpportunity Premier
 PPO Plans for Individuals
 & Families

Available as PDF only



M-00017 (09/13)
Sales Brochure
CoOpportunity Premier
 PPO Plans for Individuals
 & Families

Available as PDF
 Available to order in
 quantities of 25



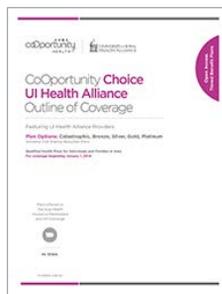
M-00020 (09/13)
Outline of Coverage
CoOpportunity Premier HSA
 HSA Plans for Individuals
 & Families

Available as PDF only



M-00019 (09/13)
Sales Brochure
CoOpportunity Premier HSA
 HSA Plans for Individuals
 & Families

Available as PDF
 Available to order in
 quantities of 25



M-00022 (09/13)
Outline of Coverage
CoOpportunity Choice
UI Health Alliance
 Open Access Tiered Benefit
 Design Plans for Individuals &
 Families

Available as PDF only



M-00021 (09/13)
Sales Brochure
CoOpportunity Choice
UI Health Alliance
 Open Access Tiered Benefit Design
 Plans for Individuals & Families

Available as PDF
 Available to order in
 quantities of 25



M-00039 (09/13)
Outline of Coverage
CoOpportunity Choice HSA
UI Health Alliance
 HSA Plans for Individuals &
 Families; Open Access Tiered
 Benefit Design

Available as PDF only



M-00038 (09/13)
Sales Brochure
CoOpportunity Choice HSA
UI Health Alliance
 HSA Plans for Individuals & Families
 Open Access Tiered Benefit Design

Available as PDF
 Available to order in
 quantities of 25

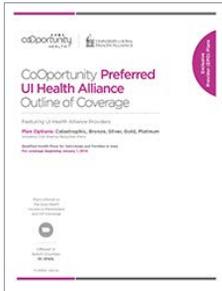
Order Materials at coOpportunityhealth.com/broker

SALES & ENROLLMENT MATERIALS

Individual Market Segment



Pre-Enrollment Sales Materials: Plans Available On & Off Marketplace



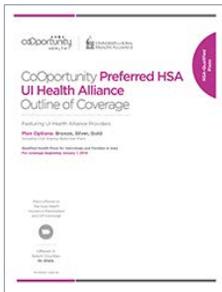
M-00037 (09/13)
Outline of Coverage
CoOpportunity Preferred
UI Health Alliance
 EPO Plans for Individuals
 & Families

Available as PDF only



M-00036 (09/13)
Sales Brochure
CoOpportunity Preferred
UI Health Alliance
 EPO Plans for Individuals
 & Families

Available as PDF
 Available to order in
 quantities of 25



M-00041 (09/13)
Outline of Coverage
CoOpportunity Preferred HSA
UI Health Alliance
 HSA Plans for Individuals
 & Families

Available as PDF only



M-00040 (09/13)
Sales Brochure
CoOpportunity Preferred HSA
UI Health Alliance
 HSA Plans for Individuals
 & Families

Available as PDF only
 Available to order in
 quantities of 25



M-00028 (09/13)
All Plans Side-By-Side
Comparison Brochure
Premier, Choice & Preferred Plans
On the Marketplace

Available to order in
 quantities of 25, 50 or 100



M-00063 (09/13)
All Plans Side-By-Side
Comparison Brochure
Premier, Choice & Preferred Plans
Open Market (Off Exchange)

Available to order in
 quantities of 25, 50 or 100



M-00100 (09/13)
All Plans Side-By-Side
Comparison Brochure
HSA Plans
On the Marketplace

Available to order in
 quantities of 25, 50 or 100



M-00099 (09/13)
All Plans Side-By-Side
Comparison Brochure
HSA Plans
Open Market (Off Exchange)

Available to order in
 quantities of 25, 50 or 100

Order Materials at coOpportunityhealth.com/broker

SALES & ENROLLMENT MATERIALS

Small Group (1-50) Market Segment

Sales Materials: Plans Available On & Off SHOP Marketplace



IOWA



E-00023 (09/13)
Sales Brochure
CoOpportunity Premier
PPO & HSA Plans for
Employer Groups 1-50

Available as PDF
Available to order
in quantities of 25



E-00025 (09/13)
Sales Brochure
CoOpportunity Choice
UI Health Alliance

Open Access Tiered Benefit
Design & HSA Plans for Employer
Groups 1-50

Available as PDF
Available to order in
quantities of 25



E-00026 (09/13)
Sales Brochure
CoOpportunity Preferred
UI Health Alliance
EPO & HSA Plans for
Employer Groups 1-50

Available as PDF
Available to order
in quantities of 25



E-00030 (09/13)
All Plans Side-By-Side
Comparison Brochure
Premier, Choice & Preferred
Plans for Employer Groups 1-50

Available to order in
quantities of 25, 50 or 100

Mid-Market Groups 51-100 (fully insured)

Sales Materials: Plans Available in Open Market



E-00027 (09/13)
Sales Brochure
CoOpportunity Premier
PPO & HSA Plans for
Employer Groups 51-100

Available as PDF
Available to order
in quantities of 25



E-00058 (09/13)
Sales Brochure
CoOpportunity Choice
UI Health Alliance

Open Access Tiered Benefit
Design & HSA Plans for Employer
Groups 51-100

Available as PDF
Available to order in
quantities of 25



E-00059 (09/13)
Sales Brochure
CoOpportunity Preferred
UI Health Alliance
EPO & HSA Plans for
Employer Groups 51-100

Available as PDF
Available to order
in quantities of 25



E-00032 (11/13)
All Plans Side-By-Side
Comparison Brochure
Premier, Choice & Preferred Plans
for Employer Groups 51-100

Available to order in
quantities of 25, 50, 100, 250 or 500

Download PDFs or Order Printed Materials at coOpportunityhealth.com/Broker/Toolkit

SALES & ENROLLMENT MATERIALS

All Group Sizes



IOWA



E-00258 (02/14)
Employer Fact Sheet
Healthy Rewards Program

Available as PDF



M-00257 (02/14)
Member Fact Sheet
Healthy Rewards Program

Available as PDF



C-00003 (05/13)
Brochure
Business Guide to Healthcare Reform
It's No Longer Business As Usual

Available as PDF only



E-00060 (09/13)
Fact Sheet
CoOpportunity Health Portfolio At-A-Glance for Iowa

Available only as PDF



C-00001 (06/13)
Fact Sheet
CoOpportunity Health Company Fact Sheet

Available as PDF
Available in quantities of 25

GENERAL MARKETING & EDUCATIONAL OUTREACH MATERIALS



C-00002 (05/13)
Brochure
Consumer Guide to Healthcare Reform
 7 Changes You Need to Know
 Available as PDF only



C-00003 (05/13)
Brochure
Business Guide to Healthcare Reform
 It's No Longer Business As Usual
 Available as PDF only



M-00056 (07/13)
Fan/Giveaway
Not a Big Fan of your current health insurer?
 Available in quantities of 100



M-00057 (07/13)
Fan/Giveaway
Say hello to CoOpportunity.
 Available in quantities of 100



C-00062 (07/13)
Brochure
Do I Qualify for a Health Insurance Tax Credit?
 Available in quantities of 25



C-00092 (09/13)
Brochure – Spanish Version
Do I Qualify for a Health Insurance Tax Credit?
 Available in quantities of 25



C-00001 (11/13)
Fact Sheet
CoOpportunity Health Company Fact Sheet
 Available as PDF



E-00060 (09/13)
Fact Sheet
CoOpportunity Health Portfolio At-A-Glance for Iowa
 Available as PDF

Additional Spanish materials are in development. A Broker Alert will be sent when available to order.

Download PDFs or Order Printed Materials at coOpportunityhealth.com/Broker/Toolkit

BROKER MARKETING TOOLS



C-00120 (10/13)
WINDOW CLING
Appointed Agent for
CoOpportunity Health

Available in quantities of 10



C-00121 (10/13)
COUNTER CARD
Appointed Agent for
CoOpportunity Health

Available in quantities of 10

CUSTOMIZABLE ADVERTISING TEMPLATES

Need health insurance?

The health insurance landscape has changed. Work with an expert to choose a plan that's right for you.

Call an expert today.

Photo Here

Broker Name
Address
City/State/Zip
XXX.XXX.XXXX
X.XXX.XXX.XXXX

Appointed Agent for:
CoOpportunity HEALTH

C-00122 (10/13)

C-00122 (10/13)
"APPOINTED AGENT" Template

Sizes: 1X4, 2X2, 2X3, 2X4, 2X5, 2X6, 2X7, 2X10, 3X3, 3X5, 6X2, business card size

Personalize with Photo, Logo, Name, Contact Information
One Agent or Multiple Agent Versions

There's a *new* name in health insurance.

Call today. You may qualify for financial help to lower your insurance costs.

Call an expert today.

Photo Here

Broker Name
Address
City/State/Zip
XXX.XXX.XXXX
X.XXX.XXX.XXXX

Appointed Agent for:
CoOpportunity HEALTH

C-00123 (10/13)

C-00123 (10/13)
INDIVIDUAL MARKET Template

Sizes: 1X4, 2X2, 2X3, 2X4, 2X5, 2X6, 2X7, 2X10, 3X3, 3X5, 6X2, business card size

Personalize with Photo, Logo, Name, Contact Information
One Agent or Multiple Agent Versions

There's a *new* name in health insurance.

Call today to assess your group coverage. Learn about new CoOpportunity Health group plans.

Appointed Agent for:
CoOpportunity HEALTH

Photo Here

Call an expert today.

Broker Name
Address
City/State/Zip
XXX.XXX.XXXX
X.XXX.XXX.XXXX

C-00124 (10/13)

C-00124 (10/13)
GROUP MARKET Template

Sizes: 1X4, 2X2, 2X3, 2X4, 2X5, 2X6, 2X7, 2X10, 3X3, 3X5, 6X2, business card size

Personalize with Photo, Logo, Name, Contact Information
One Agent or Multiple Agent Versions

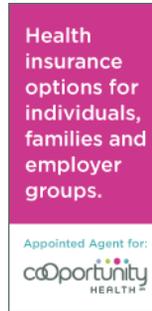
BROKER MARKETING TOOLS



WEB BANNER ADS



WEB AD:
Box Size
Downloadable .gif file

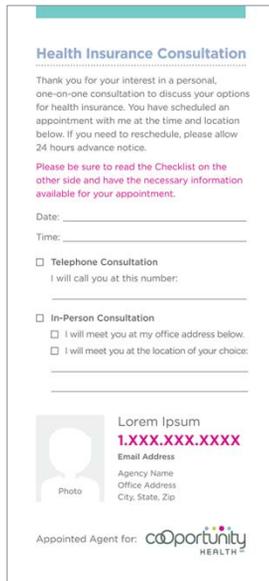
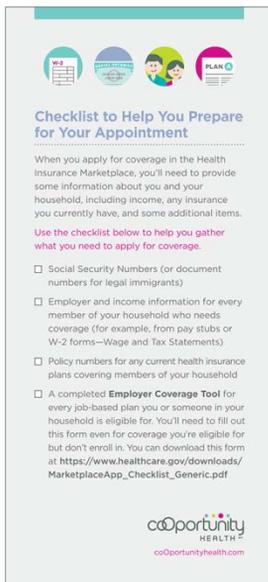


WEB AD:
Skyscraper Size
Downloadable .gif file



WEB AD:
Leaderboard Size
Downloadable .gif file

APPOINTMENT SETTER



C-00119 (10/13) Oversize Business Card Appointment Confirmation Card

Helps individual prepare for appointment; bring necessary information.

Personalize with Photo, Logo, Name, Contact Information

BROKER MARKETING TOOLS



CUSTOMIZABLE DIRECT MAIL POSTCARD TEMPLATES



B-00125 (2/14)
Appointed Agent for CoOpportunity Health Introduction
Personalize with Photo, Logo, Name, Contact Information



B-00126 (11/13)
Individual Market: Turning 26 Postcard
Personalize with Photo, Logo, Name, Contact Information



B-00127 (11/13)
Individual Market: Do I Qualify for Assistance Postcard (Uninsured)
Personalize with Photo, Logo, Name, Contact Information



B-00128 (11/13)
Individual Market: Think that Renewal Rate Is In Your Best Interest?
Personalize with Photo, Logo, Name, Contact Information



B-00129 (2/14)
Group Market: Switching Off Renewal Is Easy
Personalize with Photo, Logo, Name, Contact Information



B-00130 (2/14)
Group Market: Think that Renewal Rate Is In Your Best Interest?
Personalize with Photo, Logo, Name, Contact Information