

SALES & ENROLLMENT MATERIALS

Individual Market Segment



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



M-00011 (09/13)
Outline of Coverage
CoOpportunity Premier
PPO Plans for Individuals & Families

Available as PDF only



M-00010 (09/13)
Sales Brochure
CoOpportunity Premier
PPO Plans for Individuals & Families

Available as PDF
Available to order
in quantities of 25



M-00013 (09/13)
Outline of Coverage
CoOpportunity Premier HSA
HSA Plans for Individuals & Families

Available as PDF only



M-00012 (09/13)
Sales Brochure
CoOpportunity Premier HSA
HSA Plans for Individuals & Families

Available as PDF
Available to order
in quantities of 25



M-00029 (09/13)
All Plans Side-By-Side
Comparison Brochure
PPO & HSA Plans
On the Marketplace

Available to order in
quantities of 25, 50 or 100



M-00065 (09/13)
All Plans Side-By-Side
Comparison Brochure
PPO & HSA Plans
Open Market (Off Exchange)

Available to order in
quantities of 25, 50 or 100

SALES & ENROLLMENT MATERIALS

Small Group (1-50) Market Segment

Sales Materials: Plans Available On & Off SHOP Marketplace



E-00014 (09/13)
Sales Brochure
CoOpportunity Premier
PPO & HSA Plans
for Employer Groups 1-50

Available as PDF
 Available to order
 in quantities of 100, 250, 500



E-00031 (09/13)
All Plans Side-By-Side
Comparison Brochure
CoOpportunity Premier
PPO & HSA Plans
for Employer Groups 1-50

Available as PDF
 Available to order
 In quantities of 100, 250, 500



E-00236 (11/13)
NE Employer Fact Sheet
Tobacco Use & Rating Impact

Available as PDF



M-00237 (11/13)
Member Fact Sheet
Tobacco Cessation Program

Available as PDF



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



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

Available as PDF
 Available in quantities of 25,
 50, 75, 100

SALES & ENROLLMENT MATERIALS

Mid-Market Groups 51-100 (fully insured)

Sales Materials: Plans Available in Open Market



E-00016 (11/13)
Sales Brochure
CoOpportunity Premier
 PPO & HSA Plans for
 Employer Groups 51-100

Available as PDF
 Available to order
 in quantities of 100, 250, 500



E-00033 (11/13)
Sales Brochure
All Plans Side-By-Side
Comparison Brochure
CoOpportunity Premier
PPO & HSA Plans
for Employer Groups 51-100

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



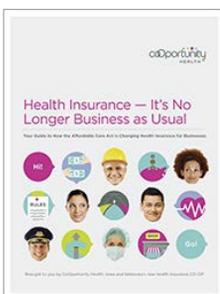
E-00258 (02/14)
Employer Fact Sheet
Healthy Rewards Program

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



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

Available as PDF
 Available in quantities of 25,
 50, 75, 100

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
Available in quantities of 25, 50, 75, 100

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

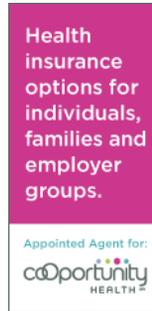
BROKER MARKETING TOOLS



WEB BANNER ADS



WEB AD:
Box Size
Downloadable .gif file

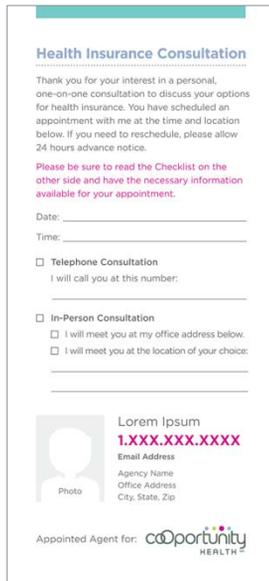
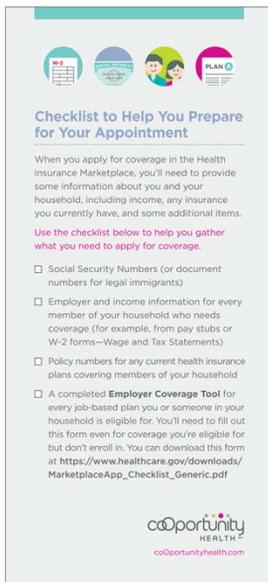


WEB AD:
Skyscraper Size
Downloadable .gif file



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