

Broker News *Flash*



Value Plus Referral Program Builds **YOUR SEP** Sales

No matter why your client has an SEP...

DID YOUR CLIENT LOSE RETIREE COVERAGE?

☑ *Value Plus* is the perfect complement to a Med Supp

IS YOUR CLIENT NEW TO MEDICARE?

☑ *Value Plus* uses EASY, LOW, PREDICTABLE copays for brand and generics—not confusing coinsurance

HAS YOUR CLIENT RELOCATED?

☑ *Value Plus* offers access to more than 62,000 pharmacies nationwide

IS YOUR CLIENT LIS-ELIGIBLE?

☑ *Value Plus* has NO deductibles and NO copays for preferred generics at preferred pharmacies

...**First Health Part D *Value Plus***
is the right plan for them!



And our *Value Plus* Referral Program is Right for YOU!

- Log in to [Ad Builder](#) to personalize your *Value Plus* referral flyer
- Give your personalized flyer to your client when closing your Med Supp sale-or to any client who needs a stand-alone Part D plan
- Your client calls the toll-free, dedicated *Value Plus* Referral Hotline and our First Health Part D customer specialists answer questions and process the enrollment

You earn the referral fee!

If you have questions about referring *Value Plus* PDP, contact your upline marketing organization or the Coventry Broker Services Department: 866-714-9301; Monday - Friday 8 a.m.-6 p.m. ET or brokersupport@cvty.com.

Quarterly vitamins offered through preferred pharmacies only. Tier 4 Specialty Drugs use coinsurance cost-share structure.

February 19, 2013