

COVENTRY CONNECTION



October 15, 2009

VALUE-ADDED BENEFITS FOR CLIENTS ADD UP TO SALES FOR YOU!

Although changes in Medicare funding have forced many Medicare Advantage carriers to cut benefits, Coventry Health Care is pleased to report that our Coordinated Care Plans (CCPs) are still loaded with the value-added extras that your clients want.

All of our 2010 plans include one or more value-added benefits, such as hearing, vision, dental coverage/discounts and/or no-cost fitness facility membership through **Silver&Fit®**. With Silver&Fit your clients will enjoy a variety of benefits including:

- No-cost membership to any participating fitness club or exercise center and there are more than 2200 facilities across the Coventry CCP network! In addition, facilities are being added to the network continuously.
- A Home Fitness program option.
- Web access to personalized planning and e-coaching for exercise, diet and self-improvement, as well as discounts

on a variety of health products.

On top of all of this, some of our plans even include benefits for your clients' pets! This unique, no-cost extra can be used for all pets in a client's household and offers many money-saving services, such as discounts on select veterinary procedures and pet supplies and a free-of-charge pet ID tag and 24/7 location service.

And, we are still maintaining \$0 premium plan options in all markets. Let our CCPs open the way for value-added discussions and increased sales opportunities with clients.

Coventry health plan teams are excited about sharing with you complete information on our CCP 2010 benefits and the opportunities in your local market. Many of our plans are hosting local workshops so you can get additional details on opportunities in your market.

IN THIS ISSUE

Maximize Value-Added Selling in AEP! Coventry CCPs Give Your Clients the Benefits That Matter Most.

Are you certified and READY TO SELL?

Direct questions to your upline field marketing organization.

Agents contracted locally to sell Coventry coordinated care plans should contact the local health plan.

For additional assistance, contact Coventry Broker Services Department 1-866-714-9301, Mon. - Fri. 8 am- 8 pm ET

Coventry is your partner for success in 2010! Marketing activity for the Medicare Annual Enrollment Period kicked-off on October 1st. Submission of Enrollment Applications to Coventry begins on November 15th.

Silver&Fit is provided by American Specialty Health Networks, Inc. and Healthyroads, Inc. subsidiaries of American Specialty Health Incorporated (ASH). Silver&Fit is a federally registered trademark of ASH.

To find out more about Coventry CCPs and the value they deliver to your clients, or if you have questions about how to complete the 2010 Coventry-AHIP certification, please contact your upline marketing organization or local Coventry health plan.

For additional assistance, contact Coventry Medicare Broker Services Department at 1-866-714-9301, Monday-Friday, 8 a.m.-8 p.m. ET or email BrokerSupport@cvty.com.

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