

Power up your  
possibilities



aetna<sup>SM</sup>

## Sell 10 applications during Annual Enrollment Period and become a 2014 Aetna Medicare Front Runner

Thank you for getting certified and appointed to sell Aetna Medicare. We appreciate your business and your commitment to serving our Medicare members.

As the Annual Enrollment Period (AEP) approaches, we'd like to invite you to take our 2014 Front Runner challenge:

**Sell at least 10 Aetna Individual Medicare applications (MA, MAPD, PDP) during AEP and become an Aetna Medicare Front Runner broker for 2014.**



### What is the Front Runners program?

The Aetna Medicare Front Runners Program is a rewards program exclusively for our “best of the best” producers. It’s designed to thank them for their business and help give them an extra edge so they can reach even higher levels of success. View our 2014 [Aetna Medicare Front Runners program flyer](#).

### What’s in it for you? Front Runner rewards will include:

- Free Aetna Individual Medicare certification in 2014 (a \$150 value)
- \$100 worth of free marketing materials
- Signage announcing your Front Runner status
- Discounts on online purchases from Staples
- A discounted rate on Kaplan Insurance Continuing Education Courses Online for one year
- Invitations to special events, including webinars on today’s most important issues
- Priority ordering of enrollment kits before AEP and a higher enrollment kit ordering limit during AEP
- First-to-know communications

### Guidelines for the 2014 Front Runner program

- To qualify, sell at least 10 Aetna Individual Medicare applications (MA, MAPD, PDP) during AEP (October 15 –December 7, 2013).
- Brokers must re-qualify for the Front Runners program each year. Existing Front Runners

do not have “lifetime status.”

- Qualification is based on AEP sales with January 1, 2014 effective dates only; sales during the lock-in period do not count towards this program.
- If you sell through a GA or FMO, please contact your GA or FMO directly for eligibility.
- 2014 Front Runner brokers will be announced in March.

**If you have any questions, please contact your Aetna Medicare Broker Sales Representative or the Aetna Medicare Broker Support Unit at [BrokerService-MedicareTeam@aetna.com](mailto:BrokerService-MedicareTeam@aetna.com) or call 888-247-1050. We look forward to working with you this AEP!**