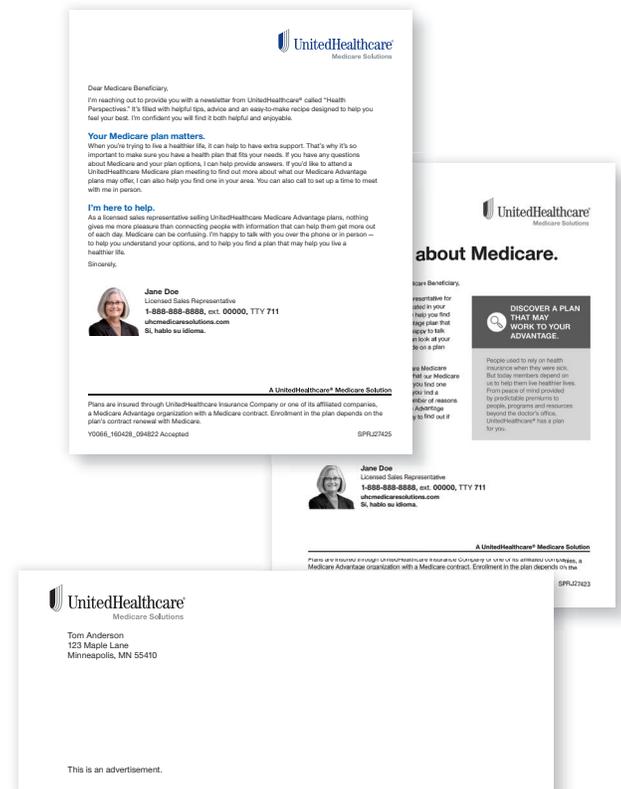


THE RESEARCH BEHIND UNITEDHEALTHCARE TOOLKIT MARKETING MATERIALS

Best practices for better results.

We're excited to share with you best practices for marketing success in your market. To help you quickly find the materials you need on the UnitedHealthcare Toolkit, go to the **Search** section and then select **Material Type**. From there check the box of the material type noted below.

- **A letter in an envelope** continues to do better than a postcard or self-mailer. In some cases the increase in response rate is up to 50%.* **Material Type: Letter**
- **Simple envelopes** with just the logo and required disclaimers increase results in the 10%–20% range.* **Material Type: Envelope**
- **Black-and-white printing** on envelopes and letters does as well as — and in some cases better than — color printing. It also costs less. UnitedHealthcare Toolkit letters and envelopes have been designed with this in mind. **Material Type: Letter and Envelopes**
- **Including a cover letter** with a newsletter increases results by about 20%.* **Material Type: Letter**



*Results include increases in contact, lead and/or application rates. Results are based on UnitedHealthcare Marketing testing.

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