



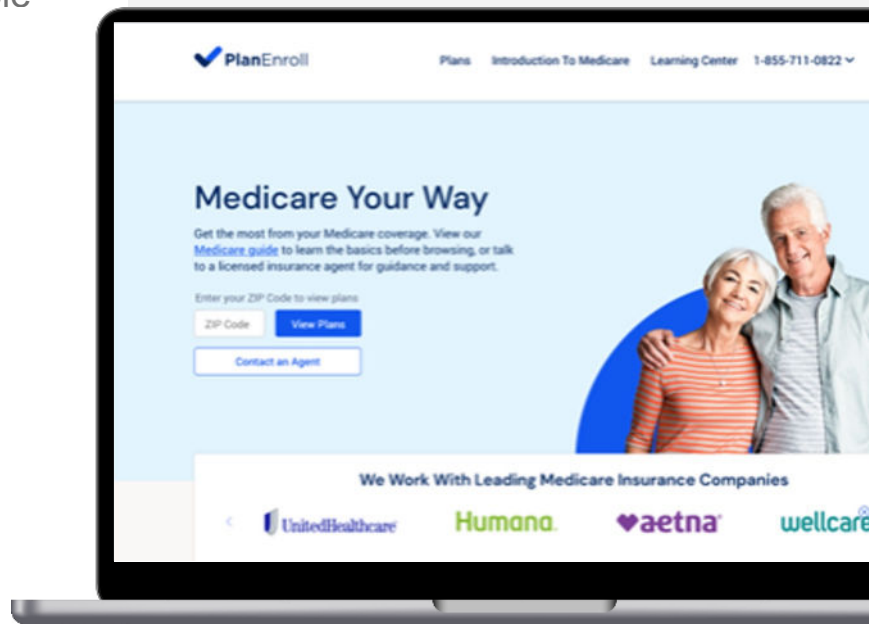
## PlanEnroll Overview

Helping consumers feel confident in their Medicare choices with straightforward guidance from agents

# What is PlanEnroll?

PlanEnroll is a consumer-facing platform that helps people feel confident in their Medicare choices and delivers the positive experience they deserve.

Consumers are empowered to learn, explore, compare, and enroll in the right Medicare plan for them in the way they prefer — online, over the phone, or in person with a local network agent.



# PlanEnroll Network Agents

Where does PlanEnroll fit in connecting consumers to agents?

When you're a PlanEnroll network agent, you get:

- A unified Personal Agent Website
- Prioritization on the Agent Selection Map on PlanEnroll.com
- Access to exclusive leads through PlanEnroll national and local marketing campaigns

Once you're ready, there are several ways PlanEnroll can connect you with consumers who need your help.

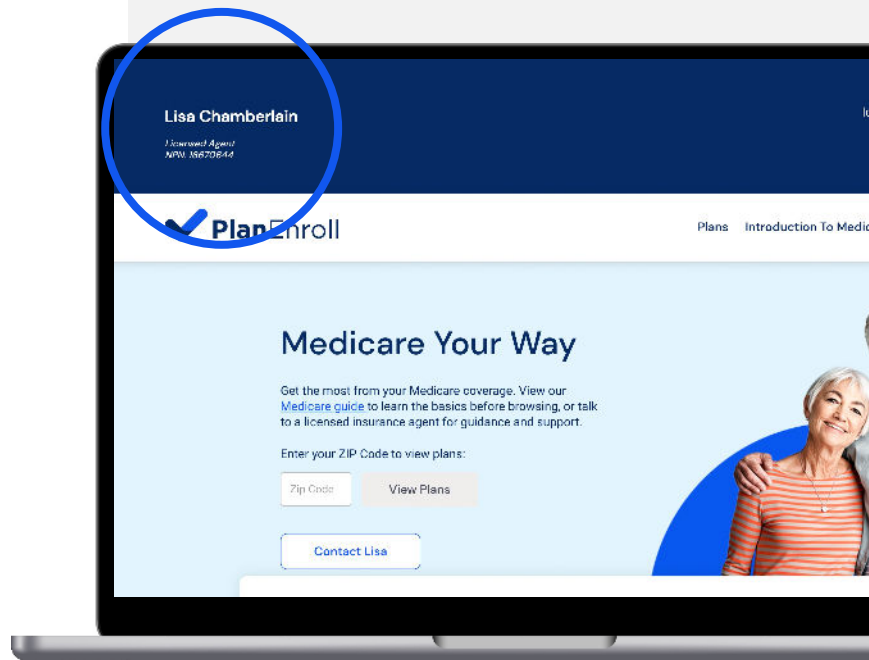


# Connecting to Consumers with Personal Agent Website

Use your MedicareCENTER Personal Agent Website with PlanEnroll. This allows you to share your own PlanEnroll page with consumers, who can then:

- Create a profile on PlanEnroll
- Access a Medicare library of resources
- Receive helpful, personalized marketing emails based on on-site actions
- Review quotes
- Complete an application online

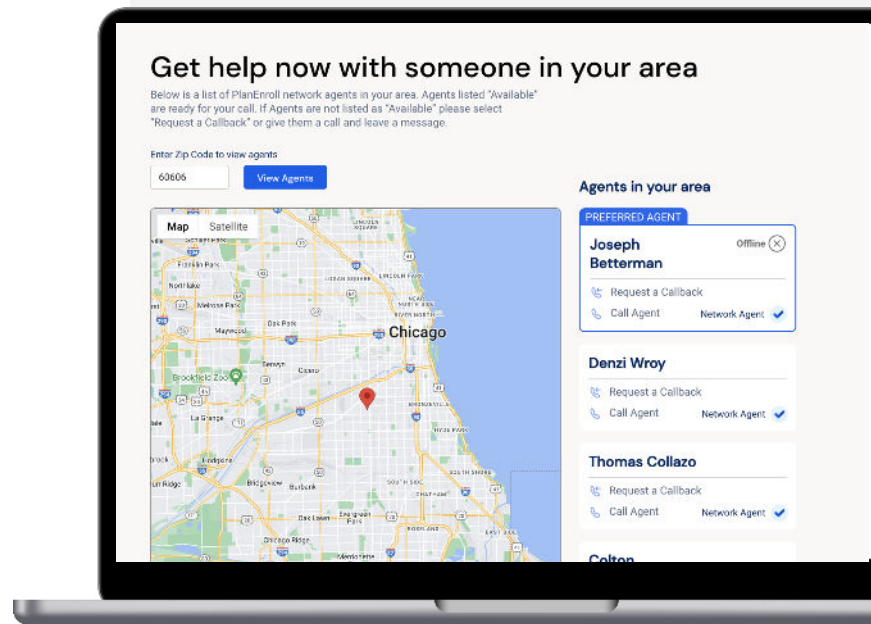
And you, their referring agent, get credit for the sale.



# Connecting to Consumers with the Agent Selection Map

On the PlanEnroll website, the Agent Selection Map makes it easy for consumers to find agents in their area who can help them

Agents who have completed the PlanEnroll Network agent training and have active lead campaigns are prioritized in the agent listing



# Connecting to Consumers through National Campaigns

- PlanEnroll runs a combination of local and national advertising, including DRTV, direct mail, search, social media and other online channels
- Consumers are driven to call the PlanEnroll agent-routing system or go directly to PlanEnroll.com
- When consumers submit their information online with PlanEnroll, they are connected to agents who have created a PlanEnroll custom Realtime lead campaign in LeadCENTER

PlanEnroll leads are all exclusive and proprietarily generated, with lead costs subsidized to maintain lead quality.





# How to Become a PlanEnroll Network Agent and Get the Most from PlanEnroll

1. Complete the PlanEnroll training in a few simple steps by visiting [Training.PlanEnroll.com](https://Training.PlanEnroll.com)
2. Log in to MedicareCENTER to find your Personal Agent Website to use in marketing
3. Log in to LeadCENTER and create a PlanEnroll Realtime lead campaign
4. Click the “I’m Available” switch in MedicareCENTER to receive real-time calls or data leads

It's that simple!



# Conclusion

PlanEnroll helps consumers have a positive, straightforward Medicare experience by connecting them to the help they really want — an expert like you!

It's time to differentiate yourself by becoming a PlanEnroll Network Agent.



**PlanEnroll**