

Your ALEX Medicare Toolkit Guide

Hello!

Welcome to your ALEX Medicare Toolkit Guide, courtesy of your friends at Jellyvision.

Medicare is complicated. Complicated to explain, enroll in, and understand. That's why we created ALEX Medicare in the first place- and why you decided to give your employees access to talk to ALEX Medicare. You've already done the hard part, now let's make sure that your employee population approaching eligibility, or employees with family members and loved ones in need of help, can access ALEX Medicare.

That's why we created this ALEX Medicare Toolkit. It's full of promotional materials, illustrations, blurbs to take the guesswork out of writing, and more. Let's dive in, and get your employees excited about Medicare (something that's easier said than done!).

REMINDER: Everyone can benefit from Medicare education, not just those who are already enrolled. If someone themselves isn't enrolled in Medicare, they most likely know someone that is, or are actively supporting loved ones through the process.

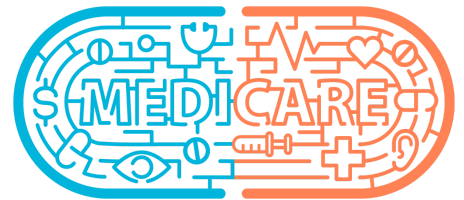
What's in this toolkit

So, what's in it for you? A lot, actually. When you downloaded this Toolkit, you received a smorgasbord of ALEX Medicare support materials:

- Materials to promote ALEX Medicare in general
- Materials to promote Medicare Annual Enrollment Period
- Materials to promote turning 65 / enrolling in Medicare for the first time

This materials include things like:

- Digital ads to promote ALEX Medicare
- Powerpoint slides to explain what ALEX Medicare is to your employees



- Banners for your email signature
- Digital and Print postcards to share with employees
- New illustrations!

If you need to re-download any of the materials, or if you're looking for more to share with your employees, head to [ALEX Central](#). There, you'll find materials from years past, additional Toolkits for important initiatives, illustrations, blurbs, posters, fliers, and whatever else your heart desires — except for ice cream that never melts. We don't have that.

When and how to use

Here's our take on when and how to reach your employees with the Medicare materials provided in this Toolkit.

Adding your information

You may notice that some of the materials you've downloaded included a placeholder where you can add your own QR code to transport users to your ALEX Medicare instance.

How you decided to generate the QR code itself is up to you. There are many free online tools you can use, including as [Flowcode](#), [QR Code Monkey](#), or the aptly-named [QR Code Generator](#). Check with your internal team as your company may prefer or pay for a specific QR code generator.

Once you have your QR code, simply drop the image over the QR code placeholder box on the material you have open, adjust the size if needed, and boom! Your employees can access ALEX with a simple scan of their mobile device's camera.

You should also type your ALEX Medicare URL under the QR code — the same address linked to your QR code — in case someone wants to type the address into their internet browser.

Feel free to add your company's logo to the page, too!

Timing

There's a few times where it's really important to promote Medicare support. One of those times is once **someone turns 65** (or, even when they're 64.5). This is when someone's finally eligible to enroll in Medicare. During this time, it's key to share helpful resources to your employees to help them navigate this new phase of life.

Another key moment where it's important to promote Medicare support is during the **Annual Enrollment Period (AEP)**. This typically runs from October 15 - December 7 every year. During



this time, beneficiaries are able to enroll in or change their Medicare plans. There's no better time to send them to ALEX Medicare!

Digital promotion

This toolkit contains all the materials you can use to promote ALEX Medicare digitally to your employees. Try sending a text, email, or other message using the pre-written blurbs. Use the powerpoint slides to help explain ALEX Medicare on your next team call (and, you can use the ALEX zoom backgrounds you can find in ALEX Central!)

We also have email banners for you to use during AEP, or to promote ALEX Medicare throughout the year. You can turn these into buttons by linking the image to ALEX.

And, if you'd like to create your own materials, there are illustrations in the toolkit to get your creative juices flowing.

In-person promotion

If your employee has a desk or designated workspace, try printing out the Medicare to place on their desk if you know they're turning 65 soon, or if they're already Medicare eligible. Or, if you're hosting an in-person event about supporting a loved one going through Medicare, try including some printed materials or postcards to get them talking to ALEX. We have loads of printable materials for Medicare beneficiaries in this toolkit and in [ALEX Central](#), so be sure to check them out.

A mix of digital and in-person promotion

It's often said that a person needs to see a message seven times before taking action. So, if you have the opportunity to reach your employees with both print and digital communications — go for it.

If you need more help...

Let your Jellyvision support crew know if you need help downloading or editing materials. We're here to help you with all things ALEX Medicare.

