

Path No. 1



Lead Advantage Pro®, an **agent-driven** Medicare enrollment platform

The process:

Add your clients to Lead Advantage Pro

Email your clients a link to input and update their prescription drug list prior to your meeting

Leverage one of five streamlined enrollment methods — Agent Initiated Consumer Online Enrollment (AICOE®), voice signature, face-to-face, paper application and electronic carrier application

The benefit:

Control – you can run quotes and review with clients virtually

A streamlined Part D (PDP) shopping and enrollment process, that saves you time so you can make more sales

2 Modern Paths for Combating Medicare Disruption

Servicing your PDP clients during AEP is one of the biggest challenges you face. How do you grow your business if you're spending your time helping current clients with a product offering low or no commission? Senior Market Sales® (SMS) has a better way. In fact we offer

two paths to take the pain out of PDP sales this AEP.

SMS offers Lead Advantage Pro® and Medicare Insurance Direct® (MID) at no cost. Call 1.888.747.3810.

Path No. 2



Medicare Insurance Direct® (MID), a **client-facing**, self-enrollment platform

The process:

Obtain your unique MID consumer link

Purchase a domain and set up a landing page

Customize your MID self-enrollment video

Start sending clients to your self-enrollment portal for enrollment completion

The benefit:

Frees you up to help other clients with solutions that pay higher commissions

If the MID solution offered is commissionable, you get paid when the client self-enrolls