



AEP THEMES

Now's YOUR time

Older adults have flipped the calendar enough times to know that time flies, and it's precious.

This flexible concept empowers people to make the most of every moment by choosing Intermountain Health's myGeneration Clinics.

Intermountain's award-winning senior care offers a variety of convenient features, saving people time and making it easy to access the care they need.

And best of all, myGeneration Clinics deliver high-quality care that's personal, proactive, and proven to keep people healthier so they have the energy to seize the day.*

*40% fewer hospital admissions than the national average. Source: Centers for Medicare & Medicaid Services.





AEP CONCEPT 1 — **Now's YOUR time**

If it matters to you, it matters to us

Get senior-focused primary care from
a team that knows you have a life
outside the exam room.



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New Medicare for your neighborhood

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[www.intermountainhealth.com](#) or call 123-456-7890 today.

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*40% fewer hospital admissions than the national average. Source: Centers for Medicare & Medicaid Services.

†Excludes UnitedHealthcare Focus plan.

myGeneration Senior Clinics accept patients with Medicare Advantage plans; not all plans accepted; call for details. One of the leading health systems in the Western U.S., Intermountain Health includes a network of healthcare providers and clinics throughout southern Nevada. As a healthcare provider, we are dedicated to providing you with information and connecting you with a

licensed insurance agent to help guide you in selecting the best Medicare plan for your healthcare needs.



AEP CONCEPT 1 — **Now's YOUR time**



Seize the day

Discover how good it feels to *feel* good.
Get the best care on Medicare today.

 **Intermountain
Health**

Help you keep doing things you love

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...com or call 123-456-7890 today.

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AEP CONCEPT 1 — **Now's YOUR time**

DRTV Sample Script

Man #1:

My doctor takes a proactive approach. She talks about healthy habits and preventative measures.

I learn so much during our appointments, and I feel better than I have in years.

VO:

Intermountain Health's myGeneration Clinics provide award-winning, senior-focused care that's personal, proactive, and proven to keep you healthier.

We want you to make the most of every appointment so you can live life to the fullest outside the exam room.

Woman #1:

When I feel my best, I can enjoy the things I love—in my case, the *people* I love.



DRTV Sample Frames



AEP CONCEPT 2

Be well





AEP THEMES

Be well

Prospects hear a lot of noise in the healthcare marketplace, and a lot of the messages they hear may be interpreted (or misinterpreted) as criticism that they aren't "enough" — healthy enough, active enough, or knowledgeable enough.

This messaging cuts through the noise with simple, positive messaging that sets Intermountain's myGeneration Clinics apart from the competition: Get primary care that celebrates who you are.

Be yourself. Be heard, be happy, and be well — whatever that means to you. It's your body and your healthcare. You're in control. We're here to support you with award-winning healthcare that's proven to keep you healthier.*

*40% fewer hospital admissions than the national average. Source: Centers for Medicare & Medicaid Services.

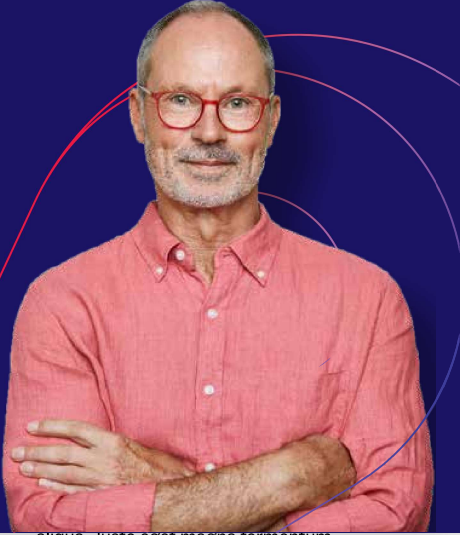




AEP CONCEPT 2 — **Be well**

Be your healthiest self

Primary care that's proven to keep older adults healthier — at no extra cost as part of your Medicare Advantage plan.*



Intermountain Health

Getting specialized
so you feel your best

Call 123-456-7890
or visit [vanityURL.com](#)
and we'll help you
choose a doctor in your
neighborhood.

**BEST
LAS VEGAS**
Voted best
senior-focused
healthcare

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Direct Mail Brochure



AEP CONCEPT 2 — **Be well**

Focused on the whole you


A doctor who listens. Your specialists on staff. Award-winning 65+ care for your overall well-being.



Intermountain Health

care that's personal,
to keep you healthier

Call 123-456-7890
or visit [vanityURL.com](#)
and we'll help you
choose a doctor in your
neighborhood.



Voted best
senior-focused
healthcare

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Direct Mail Brochure



AEP CONCEPT 2 — **Be well**

DRTV Sample Script

VO:

Welcome to primary care that's just for you.

Get support working toward your health goals or maintaining your current health.

Come as you are and celebrate who you are.

Spokesperson:

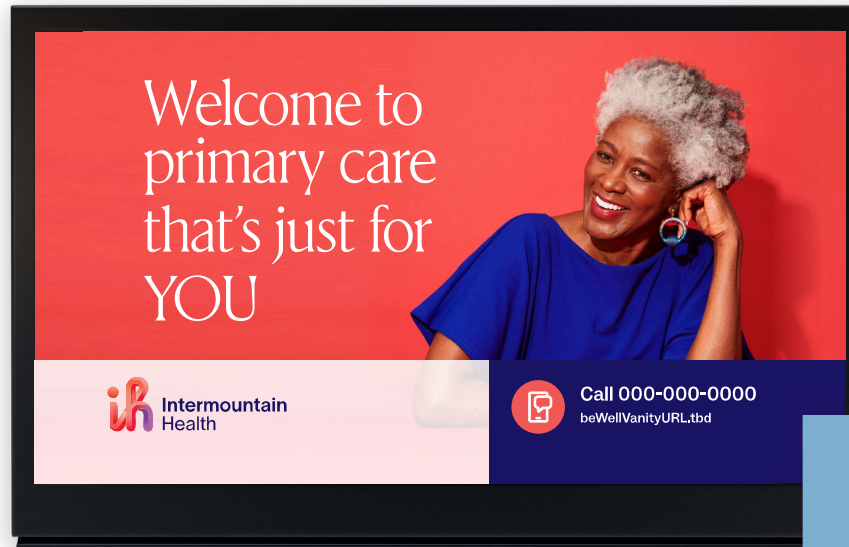
Intermountain Health's myGeneration Clinics are designed to fit your lifestyle.

We offer award-winning senior-focused primary care that keeps you healthy on your terms.

Man #1:

My primary care doctor listens to me. For the first time, I feel like I'm part of the conversation about my treatment—not just following directions.

I've never been happier with my healthcare.



DRTV Sample Frames



AEP CONCEPT 3

Every day is a good day





AEP THEMES

Every day is a good day

In this concept, we explore how good days are more about how we feel — emotionally and physically — than what we do.

Intermountain's myGeneration Clinics are designed to minimize traditional healthcare hassles and make it easier to get the care you need — from on-site diagnostics to on-staff specialists. Plus, the one-on-one attention you receive from your doctor and care team makes you feel like a person, not just a patient.

Our myGeneration Clinics provide award-winning senior-focused care that's proven to keep you healthier, so you feel better.* You have more good days — with less pain, better sleep, and more energy to do the things you love.



When you receive convenient, high-quality care from experts you trust — while being treated with kindness and respect — you feel good about your care, yourself, and the day ahead.

*40% fewer hospital admissions than the national average. Source: Centers for Medicare & Medicaid Services.






AEP CONCEPT 3 — Every day is a good day



**Make today
your best day yet**

Senior-focused primary care
that's smart, personal and
proven to keep you healthier*


See how on-staff
specialists help you
feel your best



best care on Medicare
your doctor.

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Call 702-766-7641
today or visit
vanityURL.com




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AEP CONCEPT 3 — Every day is a good day





Intermountain Health

Set a new
personal best


Senior-focused primary care
that's smart, personal and
proven to keep you healthier*

Convenient on-site
services get you back
to the action

you feeling today?

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Call 702-766-7641
today or visit
vanityURL.com



Intermountain Health

Direct Mail Brochure



AEP CONCEPT 3 — Every day is a good day

DRTV Sample Script

Woman #1

When I wake up with less pain,
I know it's going to be a good day.

Man #2:

When my doctor asks me about my grandkids,
I feel like more than a patient.

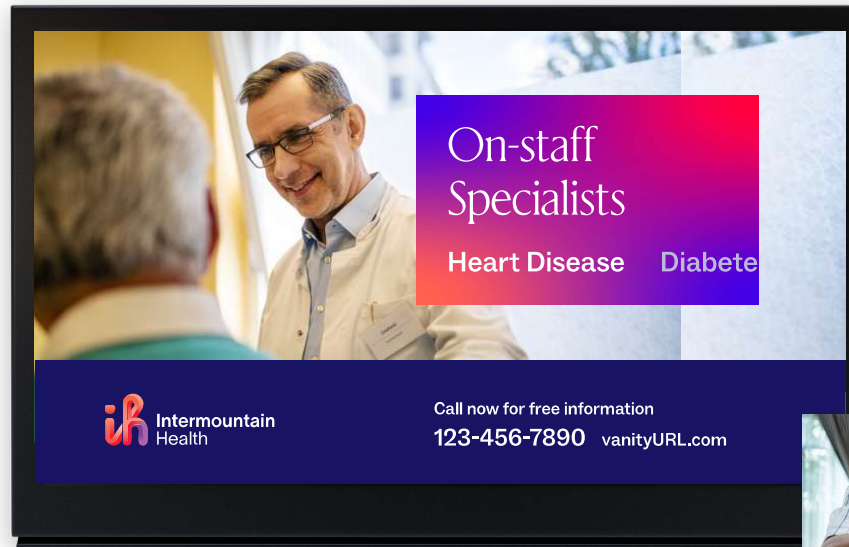
Spokesperson:

For most of us, the difference between a “good
day” and a “bad day” is less about what we *do*
and more about how we *feel*.

Intermountain Health's myGeneration Clinics
offer primary care that's personal, proactive,
and proven to keep you healthier.*

Our award-winning care will make you feel
so good, you have your best day yet — until
tomorrow, that is.

When you feel good, life is good.



DRTV Sample Frames

