



2022 Medicare Annual Enrollment Pricing & Process Document

Who Are We?

Digital Thrive is a leading **direct response marketing agency** specializing in lead generation and customer acquisition. Powered by a proprietary technology platform enabling precise decisioning models, Digital Thrive delivers high quality leads and calls at scale within multiple verticals, the largest of which is Medicare followed by Life and Auto/Home Insurance.





Importance of CMS Compliance

Digital Thrive has taken additional steps to ensure we are fully compliant with **CMS regulations** and **best practices guidelines** given the new requirements by CMS. Our internal support team includes a **licensed Medicare agent** alongside our seasoned Medicare marketing team, and supported by **our in-house General Counsel** are leveraging our HPMS access to ensure all creatives are supported with necessary SMIDs and we take additional steps to opt-in to the specific carriers requested by our clients.


Process highlights



How Digital Thrive is managing CMS Compliance Guideline requirements:

1. HPMS direct access for SMID requests are handled internally
2. Additional Carrier optins are supported based on client requests
3. All creatives are submitted for approval. This includes materials that require submission to CMS (i.e. "Marketing"), as well as any communication materials that do NOT require such submission (General communication) as a best practices approach.

Personal & Confidential



Important: Read Carefully

CUSTOMER INFORMATION	
Customer ID:	21622ZA00651
Medicare Recipient:	Jason Boavida
Notice Date:	August 4, 2022
Monthly Premium:	CALL FOR ELIGIBILITY

Jason Boavida 02-18
201 FORSYTHE CIR UNIT 301
SEBOKING, MA 02771-5662

Medicare Eligibility Notice

PLEASE CALL TO CONFIRM YOUR ELIGIBILITY

ATTENTION: Jason Boavida
RESIDING AT: 201 FORSYTHE CIR UNIT 301

We are trying to reach you regarding your eligibility for a Medicare Advantage plan. Please call us today at 1-888-611-2702 (TTY 711) to confirm your eligibility.

As a Medicare recipient, you may be eligible to receive extra benefits including Vision Care. This kind of coverage may be offered in your area for a Medicare Advantage plan.

Call to see if you are eligible to receive the following extra benefits that are available in your area:


- Hearing, dental and vision care
- Wellness programs, monthly over-the-counter allowances, transportation, and more

PLEASE CALL: 1-888-611-2702
Para Español: 1-888-431
Hours: Mon - Fri 8:00 am - 10:00 pm
Refer to Customer ID: 21622ZA00651

SUMMARY OF TERMS	
Coverage Explanation:	Eligibility
<p>Medicare Advantage: May include the following benefits: Prescription Drug Coverage, Hearing Coverage, Vision Care, Wellness Programs, Transportation Benefits, Monthly Over-the-Counter Allowances, and More!</p>	<p>This is a notification of your eligibility for a Medicare Advantage plan. This plan is a combination of Medicare Part A and Part B, and includes extra benefits that are not covered by Original Medicare. This plan is available to you if you are eligible for Medicare and live in the area where this plan is offered. For more information, please call 1-888-611-2702.</p>
PHONE: 1-888-611-2702 (TTY 711)	


Senior Medicare Choices
Sponsored by

Medicare Recipients May Qualify for 2023 Medicare Plan Benefits
Free No-Obligation Evaluation Today



SMID: MULTI-PLAN_SQ&KzHCGJ2022_C
*non-governmental affiliation

DIAL +1 (833) 561-7888
See What Benefits You May Qualify For!

 **Call now**

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Digital Thrive's Proprietary Marketing Funnel overview

Our process is managed by a proprietary and internally developed technology stack which intuitively routes leads and calls.

- Internally generated email
- Internally managed search & social campaigns
- Internally managed direct mail
- Dedicated call center agents
- Internally owned website properties
- Proprietary technology optimizes, routes and tracks leads and calls
- Dynamic bidding marketplace supporting leads & calls

AEP Pricing Models



Digital Thrive offers the following internally and externally generated marketing opportunities. All traffic follows the guidelines presented above and adheres to all applicable laws and regulations.

\$60- 70*:Inbounds (DM, TV, Digital, Email) - Volume estimates: 15,000+ daily

\$50+* Warm Transfers - Volume estimates: 10,000+ daily

\$65+* Warm Transfers Double verification post secondary agent. Volume estimates: 5000+ daily

\$10-15* Real-time Data Leads (shared and exclusive): *Volume estimates are 3-5k+ daily

\$.50 - .75* CPL Aged Leads (shared): Volume estimates include 50-70k weekly - avg.

* Prices vary based on conversion percentages and payment terms.

Digital Thrive Leadership Team

With more than 25 years direct experience within the Digital, Lead Generation, Insuretech and Performance Marketing industries, Digital Thrive's founders and leadership team members bring an unusually dedicated, hands-on approach to ensuring the success of each Client's performance. We take a true partnership approach to ensuring our Clients' KPIs are met, and exceeded.

We're excited to have the opportunity to share a little bit of us, with you.





THANK YOU.

Please contact your dedicated representative, or reach out to us at sales@digthrive.com or 512.813.0480 for details on how we can help with your AEP and annual Medicare lead and call planning strategies.

We are currently accepting orders and allocating budget commitments for AEP 2022.