

# 2019 Marketing Resource Center

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Is your Book growing as fast  
as the opportunity?

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The Medicare-eligible population is a fast-growing opportunity—and so, too, is the chance to grow your Book of Business. But there are only so many hours in the day—and every second you spend worrying about marketing is time you’re not out building relationships.

That’s why we’ve enhanced the Humana Marketing Resource Center (MRC).

**Humana**<sup>®</sup>

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## No one knows your business like you do.

Humana understands that Agents have different prospects. Different leads. And different, localized selling strategies. So, we've created materials that are compliant and customizable with lots of choices, so you can get exactly what your business requires.

Here's what to expect from our updated and upgraded MRC:

- Hundreds of CMS-approved, customizable marketing materials.
- A fast-and-easy process for ordering materials in bulk—to be printed and shipped straight to your doorstep.
- The ability to send email or direct mail to your contacts—directly through the platform, and with just a few clicks.

## The MRC exists to make your life easier.

Ready to get started? We thought so.

- Sign in to Vantage through the Humana home page.
- Click Marketing Resource Center on the Sales & Marketing card.
- Once you're in the MRC, scroll down and click the Medicare box. All materials are grouped by category (e.g., Age-In/New to Medicare).
- Use the checkboxes listed in the left column to narrow your results by format (e.g., "Flyer") or enter a specific document name or number in the search box at the top right of your screen.
- Select your agent category (Delegated External or Humana-Employed Career).
- Customize any materials you choose, and download them directly to your device for printing or emailing at your convenience.

### New to the MRC or need some help?

For assistance with the MRC, call us at 1-833-708-6736 or email [Humana@Broadridge.com](mailto:Humana@Broadridge.com)  
Hours of operation: 9 am–5 pm EST, Monday–Friday

**Humana**®

Email [agentsupport@humana.com](mailto:agentsupport@humana.com) for more information.