

May 10, 2017

**SALES AND MARKETING**

Effective **May 13, 2017**, you may begin selling new Medicare supplement plans underwritten by GPM Health and Life Insurance Company (GPM Health & Life) an affiliate of Government Personnel Mutual Life Insurance Company (GPM Life) in **Georgia**.

The introduction of GPM Health & Life provides an opportunity to offer your clients new Medicare supplement plans with more competitive pricing.

Sample Rates\*

GEORGIA	
Plan G	Plan N
\$100.08	\$83.27

\* Based on female, age 67, non-smoking in the lowest rated ZIP area with 7% household discount applied.

Besides competitive rates this new product offers:

- Plans A, F G and N
- 7% household discount
  - Available to those in Georgia for individuals who (a) reside with a spouse (including civil union/domestic partner) of any age; or (b) for the past year has resided with at least one, but not more than three, other adults who are age 60 or older.
- NEW online electronic application
- \$50 cash-for-apps promotion. Contact your upline for details

**Online Application**

The new Medicare supplement product underwritten by GPM Health & Life now has an online application for writing new business.

**Features:**

The best way to describe the new e-App tool is easy, convenient and hassle-free.

- Saves time – assures application is in good order at the time of submission
- Eliminates guesswork – underwriting rules are automatically applied
- Real time – reduces frustration with outdated forms and ensures quoted rates are current
- Linked to FDA prescription drug database
- Ability to track application status on the Dashboard

**Access:**

The electronic application is available for GPM Health & Life business only and can be accessed via Sales Professional Access or at [gpmhealth.medsuppservices.com/eapp](http://gpmhealth.medsuppservices.com/eapp).

For more information review the *e-App Training Manual* (Form #: 221632).

**Appointments**

If not already appointed, contact your upline. If you are already appointed with GPM Life, you will only need to sign an amendment to be appointed with GPM Health & Life.

**Compensation**

Please contact your upline if you have any questions regarding commission schedules.

**Conversions**

All Medicare supplement policies are issued according to the underwriting company noted on the Medicare supplement application. Should your client wish to convert to another policy (from GPM Life to GPM Health & Life), you must complete and submit all applicable conversion paperwork, including your client's signed authorization. Be aware that conversions are subject to underwriting.

**Agent of Record:** According to agent of record rules, commissions for GPM Life or its affiliate Medicare supplement replacements will be paid only when the original writing producer sells the replacement policy.

**Release Kits**

Product release kits for your resident state will mail shortly. Kits include the state specific application book, product brochure, if approved, underwriting guide and contact card.

**Sales Material**

On **May 13, 2017**, approved materials will be available to order as well as to view/download at [www.GPMMedicareSupplement.com](http://www.GPMMedicareSupplement.com).

<b>State</b>	<b>Application Book</b> <i>Print Date 05/10/17</i>	<b>Outline of Coverage*</b>	<b>Brochure Form #</b>
Georgia	GHL61905_GA	GA_GPMHL_AGY_051217	<i>Pending</i>

*\*Outline of coverage available to view and download only on the producer website.*

**Prospecting materials** – including print ads and postcards featuring rates – have been filed with the state for approval. If approved, the items can be found on the producer website. Additional materials will be added upon state approval.

**Ordering Materials (Effective May 13, 2017)**

Point-of-sale materials (application books, underwriting guide, brochures, etc. ):

1. Log into [GPMMedicareSupplement.com](http://GPMMedicareSupplement.com)
  - Username: gpmlife
  - Password: medsupp
2. Complete the supply requisition form, T04\_436\_0317
3. Fax form to (866) 931-9130 or call (866) 754-5716

Prospecting Materials (Postcard and Newspaper ad):

1. Log into [GPMMedicareSupplement.com](http://GPMMedicareSupplement.com)
2. Complete the Medicare Supplement Prospecting Materials Order Form, T04\_434\_0317
3. Fax form to (402) 351-1431 or call 800-693-6083 Ext 2186 or Ext. 3609

**ONE COMPANY/ONE STATE MARKETING STRATEGY**

Effective **June 13, 2017**, in **Georgia**, only Medicare supplements underwritten by GPM Health & Life Insurance Company will be available for new business and conversions through individual agents in these states.

**Attachments:**

- e-App Training Manual*
- State specific outlines*
- Contact Card*