

TruStage™ Insurance Program



Program News: November 2018



Health Insurance Marketing Materials Revert to Post-Enrollment on December 16

When open enrollment closes, you'll notice the TruStage Health Insurance Program [marketing materials](#)¹ will revert to the post-open enrollment versions on December 16, 2018.

In the meantime, leverage these ready-to-use TruStage Health Insurance Program [marketing materials](#)¹ through December 15 to help your members find the right health plans for their ongoing well-being. You can feel confident knowing GoHealth currently has over 300 carrier relationships and has helped more than 40 million consumers shop for coverage.*

*Source: GoHealth data, September 2018

*Subject to state approval

Simplified Issue Term Life Insurance Mail Kit Updates

Starting in December, the [TruStage Simplified Issue Term Life Insurance kit](#) will include the following updates:

- **Outer Envelope** – Callout language will change from “A Proposal Specially Prepared For” to “Life Insurance Documents Specially Prepared For”. The adjusted language provides more information on what is included in the envelope, and the valuable service available to Credit Union members.
- **TruStage Letter** – On the second letter of the kit, the policy features now include a small section about the benefits of signing up for the free Convenient Automatic Payment Plan. When choosing the ACH payment method, consumers will now have added security knowing that their insurance coverage will be there when they need it.

Creating a Better Member Experience Consumer behavior is changing rapidly across all demographics. Faster, simpler and more convenient services are in

high demand, and consumer attention is increasingly hard to get.

Don't forget about the [consumer research](#) TruStage® made available to you to help create a better experience for all of your members.

Available 24/7

TruStage Resource Center¹:

- [View Member Mailing Samples](#)
- [Get Multi-media Marketing Materials](#)
- [Run Your Program Results](#)

Previous Issues:

- [October](#)
 - [September](#)
 - [August](#)
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Call If You Have Questions

Thank you for your continued support of the TruStage Insurance Program. If you have any questions, please call 800.428.3932.

¹Access required. [Click Edit Services and Roles](#) to request access to CU Navigator, the TruStage Media Center, and the TruStage Program Resource Center. Your request will be forwarded to your credit union security administrator for review and approval.



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