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GeoBlue Over 65   
Campaign Guide

®

**REACH YOUR CUSTOMERS WITH CONTENT THAT DRIVES SALES**

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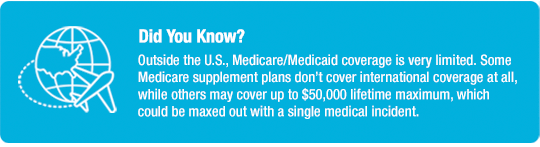
GeoBlue plans cover what Medicare does not

Nationally, at more than 52 million strong, seniors (age 65 and older) make up 16% of the U.S. population1. Pre-pandemic, more than half of seniors planned to travel internationally, with 1-2 trips anticipated on average2.

With many seniors having the time, financial ability, and desire to explore the world, seniors are a ripe audience to purchase international health plans to protect themselves from getting sick or injured while traveling abroad. Many seniors are planning to reschedule the trips that were cancelled due to travel restrictions and are more likely than any other age group to purchase travel medical insurance.

Medicare plans are designed for health care in the U.S., and they can fall short on critical benefits that are necessary to protect your customers when they travel outside the United States. These include medically necessary evacuation and global telemedicine services. Also, international claims may be considered out of network and may not be covered by Medicare at all. Medicare plans may have deductibles, copays and coinsurance that are not familiar to international providers which means your customers could end up having lots of unnecessary hassle and paying more out of pocket.

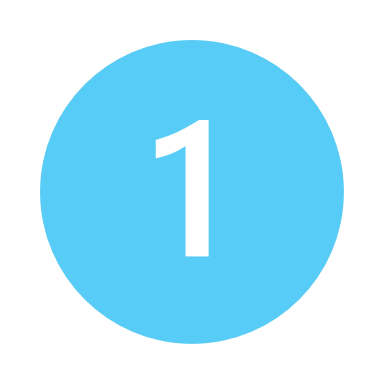
**To assist you in marketing to the senior market, GeoBlue has created a 65+ Campaign Guide that provides ready-to-use content for your customer communications, including blogs, emails, social content, sample promotional calendars, and more!**



1. *Administration for Community Living / Administration on Aging (U.S. Dept. of Health and Human Services), May 2020*
2. *AARP Research, 2018*

How to Use This Guide

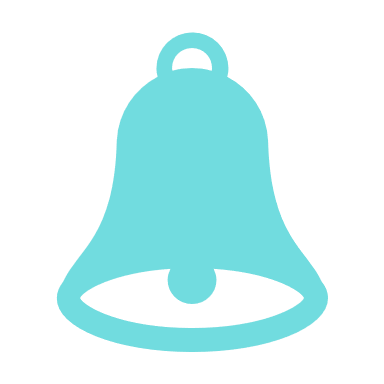
The content in this guide will enable you to highlight the importance of international health insurance in a variety of ways—website copy, emails, social posts, and messaging to help you promote GeoBlue plans. We’ve created this content in a flexible format so you can build a campaign based on your available resources—whether you’re just getting started or are interested in implementing a comprehensive, multi-channel marketing campaign.

**Here's how to get started:**

**Evaluate your current marketing resources.** What marketing channels do you have available to reach your customers (e.g., social media, email and distribution lists, websites)? What resources do you have to support marketing?

**Build your promotional calendar.** Now that you’ve evaluated your current marketing channels and resources, it’s time to build your promotional calendar. We’ve provided sample promotional calendars for organizations just starting a marketing program and for those who are looking to implement a multi-channel campaign. As you build your promotional calendar, refer to our “Tips for Success” below.

**Execute your campaign and track your sales**. We’ve formatted this guide to make it easy to copy and paste the provided content. Every sale of a GeoBlue product is tracked through your Plan’s Agent ID number. This number connects your Plan with the sale so that you get credit for every transaction. You also have a personal URL (PURL) that you can share with your customer, so sales are tied back to your Plan. We included placeholders in the provided campaign content for you to insert your PURL, so you are credited for any sales generated by your marketing efforts. If you cannot find or have questions on your PURL, contact [partnerprogam@geo-blue.com](mailto:partnerprogam@geo-blue.com).

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**Tips for Success**

**Imagery matters.** Since the content is this guide is specific to the senior market, use images that will resonate with this audience and shows internationally recognizable locations.

**Remember your audience.** We provide multiple direct marketing emails and suggested audiences to send the emails to in the sample promotional calendars. As you build your email distribution list (i.e., who you are going to send the email to), remember your audience so you are only reaching the audience you intend. For example, we provide an email template to reengage previous Medicare age customers; you will want to make sure your distribution list includes only 65+ previous customers.

**Take advantage of free training.** There are a number of free or low-cost, online resources available to grow your marketing skill set. We recommend training through [LinkedIn Learning](https://www.linkedin.com/learning/), [Skillshare](https://www.skillshare.com/), and [Coursera](https://www.coursera.org/).

**Incorporate the GeoBlue brand**. To maintain a cohesive brand experience for our partners, providers, prospects and members, it is important that agents adhere to the required guidelines for proper use of our name, brand, logos symbols and marks. Email Partner Program at [partnerprogram@geo-blue.com](mailto:partnerprogram@geo-blue.com) with questions.

**Disclosures**

Please use this disclosure whenever you mention GeoBlue in your communications:

*GeoBlue® is the trade name of Worldwide Insurance Services, LLC (Worldwide Services Insurance Agency, LLC in California and New York), an independent licensee of the Blue Cross and Blue Shield Association. GeoBlue is the administrator of coverage provided under insurance policies issued by 4 Ever Life International Limited, Bermuda, an independent licensee of the Blue Cross Blue Shield Association.*

When mentioning telemedicine, add this disclosure:

*Telemedicine services are provided by Teladoc Health, directly to members. GeoBlue assumes no liability and accepts no responsibility for information provided by Teladoc Health and the performance of the services by Teladoc Health. Support and information provided through this service does not confirm that any related treatment or additional support is covered under a member’s health plan. This service is not intended to be used for emergency or urgent treatment medical questions.*

**Questions?** Partner Program is here to support you and your marketing efforts! Email Partner Program at [partnerprogram@geo-blue.com](mailto:partnerprogram@geo-blue.com).

Sample Promotional Calendars

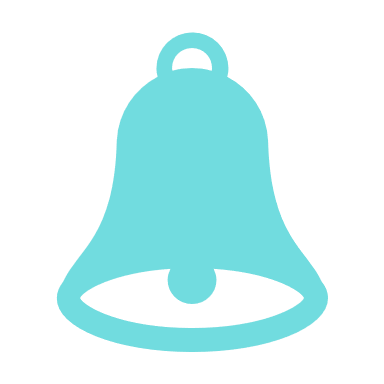
Leverage your existing communication channels to target the senior market with our sample promotional calendar.

We’ve provided three sample promotional calendars based on the marketing effort and resources needed. We suggest aligning your promotions around the peak season for short-term international travel—March through June and a smaller spike between July and August—but encourage you to customize these plans to meet your local market trends and needs. If you need help customizing these promotional calendars, Partner Program is available to help.

**Sample Campaign 1: Social Media / Email**

This one-month campaign focuses on two marketing channels—social media and email—to reach your previous senior market customers and reengage them with solutions from GeoBlue. Reminder: The content in these emails is specific to the senior market. Don’t forget to adjust your email distribution list to target on your 65+ customers.

|  |  |  |  |
| --- | --- | --- | --- |
| Timing | Channel | Purpose | Assets |
| Week 1 | Email | Reengage with previous customers | Direct Marketing Email: Version 5 |
| Weeks 1-4 | Social Media | Educate followers on what Medicare does not cover | Social Media Posts: Version 3 |
| Week 3 or 4 | Email | Follow up email to previous customers | Directing Marketing Email: Version 6 |

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**Tips for success**

Before you embark on any campaign, you’ll want to make sure that wherever you are driving customers, such as your website, is up to date.

**Sample Campaign 2: Social Media / Email / Website / Blog**

This three-month campaign focuses on additional marketing channels to reengage previous customers and tactics to reach new customers.

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| --- | --- | --- | --- |
| Timing | Channel | Purpose | Assets |
| Month 1 | Email | Reengage with previous customers | Direct Marketing Email: Version 5 |
| Month 1 | Social Media | Educate followers on how to prepare for international travel | Social Media Posts: Version 1 |
| Month 1 | Email | Follow up email to previous customers | Directing Marketing Email: Version 6 |
| Month 2 | Blog Post/Newsletter | Educate customers on how to prepare for international travel | Blog and Newsletter Content: Version 1 |
| Month 2 | Website/Newsletter | Post banner ad to website or use in newsletter to encourage clicks to site | Banner Ads: Version 2 |
| Month 2 | Email | Email to prospective customers (i.e., leads) educating them about Medicare coverage gaps | Direct Marketing Emails: Version 1 |
| Month 3 | Social Media | Educate followers on what Medicare does not cover | Social Media Posts: Version 2 |
| Month 3 | Email | Follow up email to prospective customers (i.e., leads) promoting single-trip plans | Direct Marketing Emails: Version 2 |

**Sample Campaign 3**

This year-long campaign leverages multiple marketing channels to reach existing and prospective customers throughout the year.

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| --- | --- | --- | --- |
| Timing | Channel | Purpose | Assets |
| Month 1 | Website | Update website content | Website Content |
| Month 2 | Email | Reengage with previous customers | Direct Marketing Email: Version 5 |
| Month 3 | Social Media | Educate followers on how to prepare for international travel | Social Media Posts: Version 1 |
| Month 4 | Email | Follow up email to previous customers | Directing Marketing Email: Version 6 |
| Month 5 | Blog Post/Newsletter | Educate customers on how to prepare for international travel | Blog and Newsletter Content: Version 1 |
| Month 6 | Website/Newsletter | Post banner ad to website or use in newsletter to encourage clicks to site | Banner Ads: Version 2 |
| Month 6 | Email | Follow up email to reengage with previous customers | Direct Marketing Email: Version 4 |
| Month 7 | Email | Email to prospective customers (i.e., leads) educating them about Medicare coverage gaps | Direct Marketing Emails: Version 1 |
| Month 8 | Social Media | Educate followers on what Medicare does not cover | Social Media Posts: Version 2 |
| Month 9 | Email | Follow up email to prospective customers (i.e., leads) promoting single-trip plans | Direct Marketing Emails: Version 2 |
| Month 9 | Website/Newsletter | Post banner ad to website or use in newsletter to encourage clicks to site | Banner Ads: Version 1 |
| Month 10 | Email | Reengage with previous customers | Direct Marketing Email: Version 5 |
| Month 11 | Social Media | Educate followers on how to prepare for international travel | Social Media Posts: Version 1 |
| Month 9 | Email | Follow up email to prospective customers (i.e., leads) promoting multi-trip plans | Direct Marketing Emails: Version 3 |
| Month 12 | Social Media | Educate followers on what Medicare does not cover | Social Media Posts: Version 2 |

# **Website Content**

Use this content to update your website. Simply add your PURL to track sales or reach out to us to integrate with our Automatic Program Interface (API), where sales are fully completed on your site.

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| **Copy** Get stress-free coverage when traveling abroad Traveling abroad can be stressful but it doesn’t have to be. GeoBlue® gives travelers up to age 95 peace of mind because it provides world-class medical coverage across the globe. **Why do I need travel medical insurance?** Not all medical insurance covers you when you travel outside the U.S., ***including Medicare***. Travel medical plans like GeoBlue ensure that:   * You have the same access and quality health care abroad that you are used to at home. * You have the right protection, including coverage for services that your Medicare plan does not cover, such as medical evacuation and repatriation. * You get expert and caring support 24/7/365, no matter what time zone you're in.  **Why choose GeoBlue?** The name you trust for health insurance at home is the name you can trust for health insurance abroad. **GeoBlue is part of the Blue Cross Blue Shield®family**, but you don't need to be a Blue Cross Blue Shield member to enroll in a GeoBlue health plan. As your healthcare advocate, GeoBlue will help you navigate unfamiliar healthcare systems around the world to make sure you get the care you need.  **GeoBlue benefits include:**   * Coverage for up to age 95 and $1 million in claims (depending on the plan) * Coverage for medically necessary COVID testing and treatment\* * Flexible cancellation policy if travel plans suddenly change (depending on the plan) * Trip interruption protection\*\* * Global TeleMDTM worldwide telemedicine services at no additional charge * Medically necessary evacuation and repatriation services * 24/7/365 service and assistance * Digital tools to help you connect with providers, communicate in the native language and more   *\*Because GeoBlue short-term plans only provide coverage outside the U.S., they do not include an immunization/vaccination benefit. Based on the country where the vaccination is administered, the government may or may not fund the cost.*  *\*\*Available with Voyager Plan only.*  For some plans, you can enroll right up to the day you plan to travel. Enrolling couldn’t be easier. Just click below to find the coverage you need:   * **Single trip plans (Voyager)**: Vacations, cruises, and other travel, up to 6 months per trip [link to your personal URL] * **Multiple trips plans (Trekker)**: Annual plans for frequent travelers -- covers unlimited trips in a given year, up to 70 days per trip [link to your personal URL] * **Expat/Long-Term plans (Xplorer)**: Living outside the U.S. for more than 6 months [link to your personal URL]   **Questions? Need a quote? Contact us at:**  [Email]  [Phone]  *GeoBlue is the trade name of Worldwide Insurance Services, LLC (Worldwide Services Insurance Agency, LLC in California and New York), an independent licensee of the Blue Cross and Blue Shield Association. GeoBlue is the administrator of coverage provided under insurance policies issued by 4 Ever Life International Limited, Bermuda, an independent licensee of the  Blue Cross Blue Shield Association.*  *Telemedicine services are provided by Teladoc Health, directly to members. GeoBlue assumes no liability and accepts no responsibility for information provided by Teladoc Health and the performance of the services by Teladoc Health. Support and information provided through this service does not confirm that any related treatment or additional support is covered under a member’s health plan. This service is not intended to be used for emergency or urgent treatment medical questions.* |

Blog and Newsletter Content

Use this content to post to your blog or newsletter. Don’t forget to add your PURL to track sales.

**Version 1: Preparing to explore the world again**

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| **Headline**  Getting prepared to explore the world again  **Subhead**  Steps you can take now to feel secure when traveling internationally |
| **Copy**  While the last few years have prevented many from traveling, the desire to take that previously scheduled trip or long-planned vacation hasn’t subsided. This year could finally be the right time take that trip of your dreams.  Dreaming is one thing. Feeling ready to book a trip is another. Here are some steps you can take right now to plan a successful international journey.    **Do your research**. Refer to agencies such as the [Centers for Disease Control](http://www.cdc.gov) and [U.S. Department of State](https://travel.state.gov/content/travel/en/traveladvisories/ea/covid-19-information.html) for the latest guidelines and travel advisories so you can choose your destination wisely.    **Make sure you are covered**. Purchasing a short-term international health insurance plan is one of the smartest things you can do to protect your health and your finances. You may be thinking, “Won’t my Medicare plan cover me if I get sick or injured in another country?” **Most Medicare plans do not cover medical costs when you travel outside the U.S.** That’s why [the U.S. State Department](https://travel.state.gov/content/travel/en/international-travel/before-you-go/your-health-abroad/insurance-providers-overseas.html) recommends seeking additional coverage to protect you from thousands of dollars in unexpected out-of-pocket healthcare costs.  There are health insurance plans that are specifically designed for international travel. Plans like **GeoBlue®** [link to your personal URL] pick up where Medicare plans leave off.  **Here are some things to know about GeoBlue plans**:   * You can purchase a GeoBlue plan up to age 95 for up to $1 million in claims * Plans for short-term travel are guaranteed issue, which means you are automatically approved and do not need to complete a medical questionnaire or physical * GeoBlue has a flexible cancellation policy, covers medically necessary COVID-19 testing and treatment on all plans, and includes unlimited Global TeleMD™ telemedicine services so you can talk to a doctor by phone or video from anywhere in the world   **Get familiar with your destination**. A plan like **GeoBlue** [link to your personal URL] provides a mobile app that you can download before you travel, so you can locate quality providers, view destination profiles, translate symptoms and medications into the local language, get the latest on any regional safety concerns, and so much more.  No matter where you plan to travel, a little preparation can go a long way to getting your international journey off on the right foot. |

Direct Marketing Emails

We have provided several sample emails that make it easy for you to promote international solutions to your senior customers throughout the year.

**Version 1: Medicare vs Domestic Plans**

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| **Subject Line**  GeoBlue international travel medical plans cover what Medicare does not  **Headline**  Got Medicare? You may not be covered when traveling internationally |
| **Copy**  Your Medicare plan is designed for health care in the U.S. and falls short on critical benefits that are necessary when you travel abroad, such as medically necessary evacuation and global telemedicine services.  **Most Medicare plans do not cover medical costs when you travel outside the U.S.** That’s why the U.S. State Department recommends seeking additional coverage to protect you from thousands of dollars in unexpected out-of-pocket healthcare costs.  **What if I have a Medicare Supplement Plan?**  Some Medicare supplement plans don’t cover international coverage at all, while others may cover up to $50,000 lifetime maximum, which could be maxed out with a single medical incident.  **Consider an international travel medical plan to fill the gap**  International health plans, like GeoBlue® [link to personal URL], are specifically designed for international travel. GeoBlue has affordable plans for short-term international travel, such as vacations and cruises.   * Voyager plans provide coverage for single international trips up to 182 days * Trekker plans provide coverage for unlimited international trips in a one-year period (up to 70 days max each trip)   **Why consider a short-term international travel medical plan from GeoBlue?**  GeoBlue international health plans are backed by Blue Cross Blue Shield®, the most recognized and trusted name in healthcare and provides these benefits:   * Up to $1 million in coverage * Guaranteed issue up to age 95 and no medical questionnaires or physicals * Coverage for medically necessary COVID testing and treatment * Flexible cancellation policy if travel plans suddenly change * Trip interruption protection\* * Unlimited Global TeleMDTM (telemedicine services) to connect with a doctor by phone or video anywhere in the world * Digital tools to help members connect with providers, get updates about your destination, translate medications, and more * Medically necessary evacuation and repatriation services and coordination * 24/7/365 service and assistance   **Get an instant quote**  Visit GeoBlue [link to PURL] and answer a few questions about your travel plans to get an instant quote. You can purchase a GeoBlue policy up to the day before you travel. Or call us at [phone].  *\*Available with Voyager plan only.* |

**Version 2: Single-trip promotion**

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| **Subject Line**  Vacation worldwide without worries or what ifs  **Headline**  Travel medical coverage that picks up where your Medicare plan leaves off |
| **Copy**  Did you know Medicare does not cover medical costs when you travel abroad? That’s why GeoBlue® offers a single-trip plan, known as Voyager. This plan is backed by Blue Cross Blue Shield®, the most recognized and trusted name in healthcare. **For travelers age 65 to 95, costs just $5 per travel day depending on your age and number of travel days.** The Voyager Plan is guaranteed issue, which means you are automatically approved and do not need to complete a medical questionnaire or physical.  **What you get:**   * Coverage for hospitalizations, injuries or illness while traveling, up to $1 million in claims. Some plans cover pre-existing conditions * Access to quality doctors and hospitals in over 190 countries * Coverage for medically necessary COVID-19 testing and treatment * Global telemedicine services to connect with a doctor by phone or video anywhere in the world * Medically necessary evacuation and repatriation * Flexible cancellation policy if travel plans suddenly change * Trip interruption protection * And much more   **Get an instant quote**  Visit GeoBlue [link to PURL] and answer a few questions about your travel plans to get an instant quote. You can purchase a GeoBlue policy up to the day before you travel. Or call us at [phone]. |

**Version 3: Multi-trip promotion**

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| **Subject Line**  Travel the world without worries or what ifs  **Headline**  Annual travel medical plans that pick up where your Medicare plan leaves off |
| **Copy**  Did you know Medicare does not cover medical costs when you travel abroad? That’s why GeoBlue® offers an annual travel medical plan, known as Trekker. This plan is backed by Blue Cross Blue Shield®, the most recognized and trusted name in healthcare. Coverage is available for travelers aged 65 to 95. **For travelers aged 65, cost the cost for an annual plan starts at just $150.** The Trekker Plan covers you for unlimited international trips per year, up to 70 days per trip. The Trekker Plan is also guaranteed issue, which means you are automatically approved and do not need to complete a medical questionnaire or physical.  **What you get:**   * Coverage for hospitalizations, injuries or illness while traveling, up to $1 million in claims. Some plans cover pre-existing conditions * Access to quality doctors and hospitals in over 190 countries * Coverage for medically necessary COVID-19 testing and treatment * Global telemedicine services to connect with a doctor by phone or video anywhere in the world * Medically necessary evacuation and repatriation * Flexible cancellation policy if travel plans suddenly change * And much more   **Get an instant quote**  Visit GeoBlue [link to PURL] and answer a few questions about your travel plans to get an instant quote. You can purchase a GeoBlue policy up to the day before you travel. Or call us at [phone]. |

**Version 4: Address the “what ifs”**

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| **Subject Line**  Worry less. Explore the world more  **Headline**  If you get sick or injured when traveling abroad, GeoBlue® has your back |
| **Copy**  Traveling internationally is exhilarating. Getting sick or injured while traveling internationally, not so much. With an international travel medical plan from GeoBlue, you can worry less about what could happen and focus more on the sights and sounds happening around you.  **As your primary health plan when you travel abroad, here’s how GeoBlue would handle the “what ifs” when you travel:**  ***What if I need to find a doctor and I don’t know the area or speak the language?*** GeoBlue has a convenient app that helps you find quality local doctors and hospitals in over 190 countries. The app can also help you translate symptoms and medications into the local language. Plus, GeoBlue has a team of experts available 24/7/365 to answer questions, provide support, and help you get the care you need.  ***What if I have something contagious, such as COVID-19, or I can’t travel to see a doctor in person?*** GeoBlue includes Global TeleMD™ telemedicine services in every plan. That means you can talk with a doctor anywhere in the world from your mobile phone or tablet without leaving your location. Plus, GeoBlue covers medically necessary COVID-19 testing and treatment.  ***What if I have a medical emergency, like a heart attack?*** GeoBlue covers hospitalizations and can provide direct payment to the hospital, so you don’t have to pay upfront and submit a claim later. If it’s an emergency, go to the nearest hospital and GeoBlue will take care of the rest.  ***What if the international hospital is not equipped to provide the treatment I need?*** If medically necessary, GeoBlue will coordinate an evacuation to the nearest center of medical excellence or repatriation back home for care. This service is complex to coordinate and typically costs tens of thousands of dollars. Medicare does not cover this. But with a GeoBlue plan, it’s covered and handled for you.  **Get an instant quote**  Visit GeoBlue [link to PURL] and answer a few questions about your travel plans to get an instant quote. You can purchase a GeoBlue policy up to the day before you travel. Or call us at [phone]. |

**Version 5: Reengage with past customers**

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| **Subject Line**  Planning a post-COVID trip to paradise?  **Headline**  Remember when we used to explore the world? |
| **Copy**  Finally… we can travel again! Like before, GeoBlue is there to make sure you have the peace of mind you need when you travel abroad. That’s why an international travel medical plan, like GeoBlue®, covers medical costs that Medicare does not if you get sick or injured when you are traveling.  You may already know GeoBlue as the international travel medical plan that is backed by  Blue Cross Blue Shield®, the most recognized and trusted name in health insurance. But if you don’t, let us introduce you.  **Like old times…but better**  Things are getting back to normal, but since “normal” is a little different, GeoBlue has made some improvements.  **What’s changed:**   * **COVID-19 coverage**: All GeoBlue plans include medically necessary COVID-19 testing and treatment * **Unlimited global telemedicine**: Hop on your mobile phone or tablet anytime, anywhere, to speak with a doctor at no cost to you * **Post-departure trip interruption**: Single-trip Voyager plans include post-departure trip interruption up to $500 just in case you get sick and can’t make it back home   **What hasn’t:**   * **Affordability and convenience**: For travelers age 65 and older, plans still start at just $5 per person per day (depending on your age and trip duration). And you can start your coverage in 3 minutes. * **Peace of mind**: GeoBlue plans fill in coverage gaps not covered by Medicare plans, such as medically necessary evacuation and repatriation, and can include coverage for pre-existing conditions for members up to age 95. * **Global provider network**: GeoBlue makes direct payment to doctors and hospitals in 190 countries around the world   **Get an instant quote**  Visit GeoBlue [link to PURL] and answer a few questions about your travel plans to get an instant quote. You can purchase a GeoBlue policy up to the day before you travel. Or call us at [phone].  Let’s travel! We’ll even take the middle seat. |

**Version 6: Reengage with past customers—follow up**

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| **Subject Line**  There’s no crying in paradise!  **Headline**  Sit back, relax, and enjoy your peace of mind |
| **Copy**  Just imagine…digging your feet in the sand, not the carpet. Basking under the sun, not under a ceiling fan. But you won’t enjoy a minute of it if you’re worrying about getting sick or injured while savoring the sights and sounds of a far-off land.  **That’s why there is international travel medical insurance, like GeoBlue®**. Backed by Blue Cross Blue Shield®, GeoBlue plans help fill the gaps that Medicare doesn’t cover when traveling abroad.  **What makes GeoBlue the perfect travel buddy:**   * **Affordability and convenience**: For travelers age 65 and older, plans start at just $5 per person per day (depending on your age and trip duration), and you can start your coverage in 3 minutes * **Post-departure trip interruption**: Single-trip Voyager plans include post-departure trip interruption up to $500 just in case you get sick and can’t make it back home * **COVID-19 coverage**: All GeoBlue plans include medically necessary COVID-19 testing and treatment * **Peace of mind**: GeoBlue plans fill in coverage gaps not covered by Medicare plans, such as medically necessary evacuation and repatriation, and can include coverage for pre-existing conditions for members up to age 95 * **Global provider network**: GeoBlue makes direct payment to doctors and hospitals in 190 countries around the world * **Unlimited global telemedicine**: Hop on your mobile phone or tablet anytime, anywhere, to speak with a doctor at no cost to you   **Get an instant quote**  Visit GeoBlue [link to PURL] and answer a few questions about your travel plans to get an instant quote. You can purchase a GeoBlue policy up to the day before you travel. Or call us at [phone].  Choose a single or annual multi-trip plan (they both fit in your carry on) and get going today! |

Social Media Posts

**Reminder!** You can link your posts to your personal URL. Contact the GeoBlue Partner Program ([partnerprogram@geo-blue.com](mailto:partnerprogram@geo-blue.com)) with any questions about or access to your personal URL.

**Version 1: Prep before traveling abroad**

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| **Copy**  **Three quick checks before traveling abroad**   * **Check the latest travel guidelines** from the CDC and U.S. State Department * **Check your coverage**. Traditional Medicare does not cover medical costs outside the U.S. Some Medicare Supplement plans cover up to $50,000 lifetime maximum, which could be maxed out with a single medical incident. * **Check out GeoBlue®** to fill medical health insurance gaps not covered by Medicare.   Learn more. Visit [PURL] or call [phone]. |
| **Suggestions for graphic**   * **Option 1**: Create a graphic that depicts the “three quick checks” as seen above. Use the headline as lead-in copy plus the call to action (Learn more…) * **Option 2**: Use the text above as the lead-in copy and post a graphic that shows a single, couple, or small group of travelers (age 65+) in a recognizable international locale |

**Version 2: Did you know?**

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| **Copy**  **Did you know that most Medicare plans do not cover medical costs when you travel outside the U.S.?** That’s why the [U.S. State Department](https://travel.state.gov/content/travel/en/international-travel/before-you-go/your-health-abroad/insurance-providers-overseas.html) recommends seeking additional travel medical coverage, like GeoBlue®, to protect you from thousands in unexpected out-of-pocket healthcare costs.  Learn more. Visit [PURL] or call [phone]. |
| **Suggestions for graphic**   * **Option 1**: Create a graphic that includes the statement: **Did you know that most Medicare plans do not cover medical costs when you travel outside the U.S.?** Start the lead in copy with the second sentence, “The U.S. State Department recommends…” * **Option 2**: Use the text above as the lead-in copy and post a graphic that shows a single, couple, or small group of travelers (age 65+) in a recognizable international locale |

**Version 3: Medicare vs. GeoBlue**

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| **Copy**  Medicare plans cover medical costs inside the U.S. **But you may be missing the boat on the coverage and support you need when traveling abroad.**  Medicare does not cover international hospitalizations, sick visits, or medically necessary evacuations, which can end up costing you thousands out-of-pocket. Medicare also does not help you navigate unfamiliar international healthcare systems, which can be very different than what you are used to in the U.S.  But international travel medical plans, like GeoBlue®, provides all these things and more, and gives you peace of mind with 24/7 support from a team of global health experts.  Learn more. Visit [PURL] or call [phone]. |
| **Suggestions for graphic**   * **Option 1**: Create a cruise ship graphic that includes the statement: **Are you missing the boat on international travel medical insurance?** Use the text above as lead-in copy. * **Option 2**: Use the text above as the lead-in copy and post a graphic that shows a single, couple, or small group of travelers (age 65+) in a recognizable international locale |

**Version 4: Why GeoBlue**

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| --- |
| **Copy**  Top three reasons why your international vacation and well-being is worth the protection of a travel medical plan from GeoBlue®.   1. Covers what Medicare does not if you get sick or injured when traveling outside the U.S. 2. 24/7 support from experts who will help you find providers, get care, and navigate unfamiliar health care systems worldwide 3. Affordable plans with flexible cancellation policies – starting at $X per day   Learn more. Visit [PURL] or call [phone]. |
| **Suggestions for graphic**   * **Option 1**: Create a graphic that depicts the “Top three reasons” as seen above. Use the headline as lead-in copy plus the call to action (Learn more…) * **Option 2**: Use the text above as the lead-in copy and post a graphic that shows a single, couple, or small group of travelers (age 65+) in a recognizable international locale |

Digital Ads

GeoBlue provides you with a variety of online banner ads to support your targeted marketing programs. These banner ads can increase product awareness and sales by increasing traffic to your web page. You will want to include your personalized link which can be obtained on the home page of Agent Hub or by emailing [partnerprogram@geo-blue.com](mailto:partnerprogram@geo-blue.com).

**To Access:**

1. Visit [www.geobluetravelinsurance.com](http://www.geobluetravelinsurance.com)
2. Click on “Agents” in the upper right-hand corner
3. Log in using your username and password
4. Select "Marketing” at the bottom of the homepage and then select “Banner Ads
5. From here, you can view and download available banner ads to use across your digital sites.

**Banner Ads**

**Version 1 Version 2**

**Graphical user interface, text

Description automatically generatedGraphical user interface, text

Description automatically generated**

A picture containing text

Description automatically generated

**Thank you!**

*GeoBlue is the trade name of Worldwide Insurance Services, LLC (Worldwide Services Insurance Agency, LLC in California and New York), an independent licensee of the Blue Cross and Blue Shield Association. GeoBlue is the administrator of coverage provided under insurance policies issued by 4 Ever Life International Limited, Bermuda, an independent licensee of the Blue Cross Blue Shield Association.*

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