

Marketing materials are used to advertise and market the Plan's products. These materials could be radio and newspaper ads, direct mail materials and flyers.

Agents Must

1. Use only approved marketing materials and use only for their original intended purpose.
2. Ensure all self-created materials comply with CMS guidelines and UnitedHealthcare rules, policies, and procedures prior to use.
3. Replace bracketed information with your own information when using the approved materials within the toolkit.
4. Use appropriate material for event type as determined by the plan.

Agents Must Not

1. Use unapproved marketing materials.
2. Add, enhance, delete, modify, edit or create any content in the marketing materials provided by the health plan, except in bracketed areas.
3. Add his or her own company logo to UnitedHealthcare branded materials.
4. Use his or her business card as any type of marketing material.
5. Create your own marketing materials, without submitting for review and approval; including Business Reply Cards (BRC), lead cards, sign-in sheets, and mailers that are not available through the health plan.