

2020 Med Supp & Dental Marketing Credits Program

It's Like Money in the Bank



Watch Your Marketing Credits Grow

All it takes is a minimum number of issued Medicare supplement or dental applications in a month, and you'll receive marketing credits you can use to help build your senior health business. Best of all, there's no limit to the number of credits you can earn.

- Marketing credits are based on 1% of Med supp and/or dental ANBP
- Each marketing credit equals \$1

Earn Marketing Credits

Once you reach the minimum number of eligible issued apps each month, we'll start adding marketing credits to your account. While Med supp and dental apps can't be combined to qualify, the marketing credits you earn in each product category will be combined to give you one account balance.

Med Supp

5 Issued-App Minimum
Each month

*Excludes internal and affiliate conversions
and guaranteed-issue business.*



Dental

2 Issued-App Minimum
Each month



Use Your Marketing Credits

You can use your marketing credits for all kinds of eligible activities that help build your Med supp and/or dental business, including:

- Leads you purchase from any vendor
- Postage for mailings
- Advertising fees
- Equipment that enables you to use our electronic tools (e.g., computer, laptop, tablet or smart phone)
- Website development
- Conference fees
- Mutual of Omaha branded merchandise from the Company Collection

Continued on next page >

For producer use only. Not for
use with the general public.

Check Your Account Balance

We make it easy to monitor and manage the credits in your account.

- You'll receive a quarterly email that shows your balance. Your email also will include a link to the form you need to redeem your credits as well as instructions for ordering Company Collection merchandise.
- Beginning in mid-November, you can check your balance online. Log on to Sales Professional Access at mutualofomaha.com/broker. Go to the Sales & Marketing tab and select Med Supp & Dental Marketing Credits.

Redeem Your Marketing Credits

You can redeem your credits anytime during the program period. But, don't wait too long. Marketing credits earned between October 1, 2019 and September 30, 2020 will expire on December 1, 2020.

- **Redeem your credits for cash** – Submit a qualified business receipt along with the Med Supp/Dental Marketing Credits Reimbursement Form available on Sales Professional Access or included in your quarterly email.
- **Use your credits to purchase Mutual of Omaha branded merchandise** – Follow the Company Collection Ordering Instructions available on Sales Professional Access or included your quarterly email. (Note: Your marketing credits must cover shipping costs.)

Please allow four to six weeks to process your request for reimbursement.

Earn Marketing Credits:

October 1, 2019 -
September 30, 2020

Redeem Marketing Credits by:

December 1, 2020