



Partner Announcement Kit

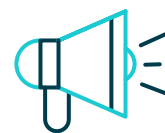
Turn Up the Value of
Every Enrollment Conversation

A simple way to help your agencies increase
value per enrollment during OEP.

**TURN
IT UP**

A graphic featuring the text "TURN IT UP" in a bold, white, sans-serif font. The text is positioned inside a semi-circular arc composed of white dashes. The background of the entire slide is a solid red color with a pattern of concentric, curved white lines that resemble sound waves or a stylized 'U' shape, emanating from the bottom right corner.

Partner Announcement Kit



This kit is designed to make it easy for you to introduce Assurity's Accident Insurance product to your downline agencies. It provides a simple way to help your agencies increase revenue per enrollment while strengthening the value they deliver to clients.

Inside this kit, you'll find ready-to-use communication templates to share with your agencies, including:

- Announcement email
- Newsletter copy
- Social media posts

Each piece is designed for minimal editing, so you can quickly communicate the opportunity and connect interested agencies with the right team.

How to Use This Kit

- Share the announcement email with agencies working in the under-65 health market
- Use the newsletter and social posts to reinforce the message
- Direct interested agencies to your preferred internal contact or sales lead



Next Steps:

When agencies express interest, connect them with Assurity's National Accounts team to get started.

Announcement Email



Use this ready-to-send email to introduce the opportunity to your agencies. It's easy to customize and encourages agencies to connect with your team to learn more.

Partner Announcement Email

Subject Line Options:

- Why Smart Agencies Are Preparing for OEP Now
- Get Ahead of OEP: Increase Value Per Enrollment
- A Simple Way to Strengthen Your OEP Conversations

Preview Text Options:

- A simple way to strengthen client value and revenue before OEP begins.
- Small changes now can lead to stronger results during OEP.
- Get more out of every enrollment conversation this OEP.

Email Body:

OEP may still feel a long way off, but the agencies that see the strongest results are preparing now.

The ACA landscape is changing. Clients are navigating eligibility changes and higher out-of-pocket costs, while agencies are seeing decreasing revenue per enrollment. That's putting more weight on every conversation and creating an opportunity to turn up the value of each enrollment. We've partnered with Assurity to make that easy to act on.

By incorporating Assurity's Accident Insurance into your ACA conversations, you can:

- Increase revenue per enrollment
- Provide added financial protection for your clients
- Do it without changing your overall workflow

Assurity provides the training, tools, and resources to help you get up to speed quickly. A small effort now can lead to stronger results for you and your producers during OEP.

If you'd like to learn more or get early access, just reply to this email and we'll connect you with the right team.

Best,
[First Name]
[Title]
[Agency / Organization Name]
[Phone Number]
[Email Address]

Newsletter Copy



Use this copy in your partner newsletters to reinforce the opportunity and reach a broader audience of agencies.

Two versions are included, a shorter option for quick placement and a slightly expanded version for more visibility. Both are designed to clearly communicate the value and prompt agencies to connect with your team.

Newsletter Blurb – Short Version

Headline: Increase Value Per Enrollment This OEP

Body:

The ACA landscape is changing. Clients are navigating eligibility changes and higher out-of-pocket costs, while agencies are seeing decreasing revenue per enrollment. That's putting more weight on every conversation and creating an opportunity to turn up the value of each enrollment.

We've partnered with Assurity to make that easy to act on.

By incorporating Accident Insurance into your ACA conversations, you can increase revenue per enrollment, strengthen client protection, and do it without changing your workflow.

Assurity provides the training, tools, and resources to help you get started quickly.

To learn more, connect with your regional sales team.

(CTA can be customized to match your organization's structure.)

Newsletter Blurb – Expanded Version

Headline: A Simple Way to Increase Value in Every ACA Enrollment

Body:

The ACA landscape is changing. Clients are navigating eligibility changes and higher out-of-pocket costs, while agencies are seeing decreasing revenue per enrollment. That's putting more weight on every conversation and creating an opportunity to turn up the value of each enrollment.

We've partnered with Assurity to bring you a simple way to do just that.

By incorporating Accident Insurance into your ACA conversations, you can:

- Increase revenue per enrollment
- Provide added financial protection for your clients
- Do it without changing your overall workflow

Assurity provides training, tools, and a centralized set of resources to help you get up to speed quickly.

To get started, connect with your regional sales team.

(CTA can be customized to match your organization's structure.)

Social Media Posts



Use these posts to amplify the message across your social channels and keep the opportunity visible leading into OEP.

Multiple variations are included so you can rotate messaging over time. Each post is designed to be quick to publish and direct interested agencies to your team.



[Download Image](#)

Post 1 – Awareness (Market Shift)

If your agency is working in the under-65 health market, this is for you.

The ACA landscape is changing. Clients are navigating eligibility changes and higher out-of-pocket costs, while agencies are seeing decreasing revenue per enrollment.

That's putting more weight on every conversation and creating an opportunity to turn up the value of each enrollment.

We've partnered with Assurity to make that easy to act on.

Connect with your regional sales team to learn more.

Social Media Posts



[Download Image](#)

Post 2 – Value Focus

If you're supporting under-65 health clients, every enrollment conversation matters more than ever.

By incorporating Accident Insurance, agencies are finding simple ways to increase revenue per enrollment while strengthening client protection.

We've partnered with Assurity to bring you the training and tools to make it easy.

Reach out to your regional sales team to get started.

Social Media Posts



[Download Image](#)

Post 3 – OEP Prep

If your agency is preparing for OEP in the under-65 health market, now is the time to make sure you're getting the most out of every enrollment conversation.

We've partnered with Assurity to help agencies turn up the value of each enrollment without adding complexity.

Connect with your regional sales team to learn more.

Social Media Posts



[Download Image](#)

Post 4 – In-Season (Urgency)

If you're preparing for OEP in the under-65 health market, every enrollment counts.

There's a simple way to increase value per enrollment while strengthening client protection.

We've partnered with Assurity to make it easy to get started.

Reach out to your regional sales team.

Social Media Posts



[Download Image](#)

Post 5 – Partner Endorsement Tone

If your agency serves the under-65 health market, we're excited to share this with you.

Together with Assurity, we're helping agencies increase value per enrollment while strengthening client protection during OEP.

Training, tools, and resources are available to support you.

Connect with your regional sales team to learn more.

Assurity National Accounts Contacts



When your agencies are ready to learn more, connect them with the Assurity National Accounts team.

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