

# Short Term Medical<sup>SM</sup> AdMat Booklet

Choose the AdMats that work best for your business and we will customize them with your information.



## Products represented in this booklet:

Short Term Medical<sup>SM</sup>

Short Term Medical<sup>SM</sup> Value

Short Term Medical<sup>SM</sup> Plus

# MISSED OPEN ENROLLMENT?

Short Term Medical<sup>SM1</sup> insurance plans can help you bridge the gap in your health coverage until your next chance to enroll in an ACA health insurance plan.

With a variety of plans to choose from, get the coverage that best fits your needs.

You don't have to remain uninsured just because you missed Open Enrollment.

Contact me to discuss your options to see if Short Term Medical<sup>SM</sup> is the right fit for you.

Call me today for a free quote!

[Line 1 – Broker Name / Company]  
[Line 2 – Company OR Phone Number]  
[Line 3 – Phone Number OR website]

Quality coverage at a budget friendly price

Term lengths ranging from 30-360 days<sup>2</sup>

Next day coverage – apply today for coverage tomorrow<sup>3</sup>

Access to the nationwide Choice Plus network

Optional benefits available to make the plan work best for you<sup>4</sup>

<sup>1</sup> Short term health insurance does not cover pre-existing conditions nor meet the minimum essential coverage requirements of the Affordable Care Act (ACA), meaning signing up for this coverage may result in a tax penalty. <sup>2</sup> 30-123 days in KS; 30-184 days in AZ, DE, IN, LA, MI, NV, OK, VA, and WY; 30-337 days in SC; and 1-6 months in GA and MO. <sup>3</sup> Available to those who qualify. <sup>4</sup> At an additional cost. UnitedHealthOne® is a brand representing the portfolio of insurance products offered to individuals and families through the UnitedHealthcare family of companies. Golden Rule Insurance Company is the underwriter and administrator of these plans. The above is an independent insurance broker offering plans underwritten by UnitedHealthcare Life Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure. 44465c-G-0416 © [year] United HealthCare Services, Inc.

**UnitedHealthOne**  
Underwritten By Golden Rule Insurance Company

Type of Ad Mat: **Short Term Medical<sup>SM</sup>**

Part Number: **44465-G-0416** (black and white)

**44465c-G-0416** (full color: available only as PDF)

Actual Size: **8.5" x 11" Flyer** (shown reduced sized)



Type of Ad Mat: **Short Term Medical<sup>SM</sup>**

Part Number: **44465b-G-0416** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



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**UnitedHealthOne**  
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**APPLY TODAY  
FOR COVERAGE  
TOMORROW.<sup>1</sup>** 

UnitedHealthOne® Short Term Medical<sup>SM2</sup> plans can offer the temporary insurance coverage you may be looking for – fast!. Apply anytime for next day coverage.<sup>1</sup>

And with flexible term lengths, your coverage can be as little or may be as long as you need.<sup>3</sup>

				
Quality coverage at a budget friendly price	Term lengths ranging from 30-360 days <sup>3</sup>	Next day coverage <sup>1</sup>	Access to the nationwide network of doctors and hospitals	Optional benefits available to make the plan work best for you <sup>4</sup>

Don't wait any longer to get insured – apply today for Short Term Medical<sup>SM</sup> coverage tomorrow.<sup>1</sup>

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**Get flexible health insurance with Short Term Medical<sup>SM</sup>:**

- ▶ Coverage lengths by day, ranging from 30-360 days<sup>2</sup>
- ▶ Next day coverage<sup>3</sup>
- ▶ Multiple plan choices with optional add-on benefits<sup>4</sup>
- ▶ Access to nationwide Choice Plus network

**Coverage to fit your needs.**

A UnitedHealthOne<sup>®</sup> Short Term Medical<sup>SM1</sup> plan may be just the health insurance coverage you or your family needs until Open Enrollment rolls around.

Apply for a Short Term Medical<sup>SM</sup> plan **any time** of year, even outside of Open Enrollment.

**CONTACT ME FOR A FREE QUOTE!**

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**UnitedHealthOne**  
Underwritten By Golden Rule Insurance Company

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Type of Ad Mat: **Short Term Medical<sup>SM</sup>**  
 Part Number: **44467-G-0416** (black and white)  
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- ▶ Next day coverage<sup>3</sup>
- ▶ Multiple plan choices with optional add-on benefits<sup>4</sup>
- ▶ Access to nationwide network of doctors and hospitals

**Coverage to fit your needs.**

A UnitedHealthOne<sup>®</sup> Short Term Medical<sup>SM1</sup> plan may be just the health insurance coverage you or your family needs until Open Enrollment rolls around.

Contact me today for a free quote!

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Underwritten By Golden Rule Insurance Company

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## Temporary coverage to keep you insured.



Get temporary coverage to keep you insured for a **specific period of time** with a UnitedHealthOne<sup>SM</sup> Short Term Medical<sup>SM</sup> plan.<sup>2</sup>



With **flexible term lengths ranging from 30-360 days<sup>2</sup>**, a Short Term plan can help fill in coverage gaps.



**Budget friendly quality coverage** – and access to nationwide network of doctors and hospitals.

**Apply for temporary insurance coverage now** while you look for longer term coverage for your family later.



**Contact me for a free quote!**

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Type of Ad Mat: **Short Term Medical<sup>SM</sup>**

Part Number: **44468-G-0416** (black and white)

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## UnitedHealthOne<sup>®</sup> Short Term Medical<sup>SM</sup>

Apply for a Short Term Medical<sup>SM1</sup> plan now while you look for longer term coverage for your family later.



Temporary coverage to keep you insured for a specific period of time.



Flexible term lengths ranging from 30-360 days.<sup>2</sup>



Budget friendly quality coverage with access to a nationwide network of doctors and hospitals.



**Apply for temporary insurance now** while you look for longer term coverage for your family later.

Contact me today for a free quote!

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**Coverage to fit your needs.**

When looking for health coverage, don't discount the benefit of a temporary health insurance plan.

**Short Term plans<sup>1</sup> are designed to provide insurance coverage for a shorter amount of time. This type of coverage is ideal for:**

- ▶ Employees in between jobs
- ▶ Self-employed individuals
- ▶ Unemployed individuals and their families
- ▶ College graduates and other young adults not eligible to be on their parents' plan.
- ▶ Those who miss open-enrollment and still need health insurance coverage

**Advantages of UnitedHealthOne<sup>®</sup> Short Term Medical<sup>SM</sup>:**

- ▶ Flexible coverage lengths – from 30-360 days<sup>2</sup>
- ▶ Budget friendly premiums
- ▶ Next day coverage – no waiting period<sup>3</sup>
- ▶ Multiple plans available to find coverage to fit your needs
- ▶ Access to a nationwide network of doctors and hospitals, with no PCP or referrals required

**Apply for a Short Term plan any time of year!**

**CONTACT ME FOR A FREE QUOTE!**

[Line 1 – Broker Name / Company]  
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Type of Ad Mat: **Short Term Medical<sup>SM</sup>**

Part Number: **44470-G-0416** (black and white)

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And with flexible term lengths, your coverage can be as little or may be as long as you need.<sup>3</sup>

				
Quality coverage at a budget friendly price	Term lengths ranging from 30-360 days <sup>3</sup>	Next day coverage <sup>1</sup>	Access to the nationwide network of doctors and hospitals	Optional benefits available to make the plan work best for you <sup>4</sup>

Don't wait any longer to get insured – apply today for Short Term Medical<sup>SM</sup> coverage tomorrow.<sup>1</sup>

**CONTACT ME FOR A FREE QUOTE!**

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**Budget friendly Premiums Plus Benefits to Fit Your Needs**

**Short Term Medical<sup>SM1</sup>**  
plans can help bridge gaps in your health insurance coverage.

With budget-friendly premiums and predictable out-of-pocket expenses, **UnitedHealthOne<sup>®</sup> Short Term Medical<sup>SM</sup> Plus** may provide the right coverage for your needs.

- Coverage terms from **30-360 days<sup>2</sup>**
- **Next day effective date available**
- **Optional benefits available** to expand your coverage<sup>3</sup> or lower your premium

There's a reason **Short Term Medical<sup>SM</sup> Plus** is one of the most popular Golden Rule Insurance Company plan choices of 2016<sup>4</sup>. Contact me today to learn more about your **Short Term Medical<sup>SM</sup>** options!

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**Budget friendly Premiums Plus Benefits to Fit Your Needs**

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## Budget Friendly Value Plans

**Short Term Medical<sup>SM</sup> Value** is a popular Golden Rule Insurance Company plan choice in 2016<sup>2</sup> for those looking for minimal coverage at a budget-friendly price.



Plus with **Short Term Medical<sup>SM</sup> Value**, you have access to a **nationwide network of doctors and hospitals** offering quality care at a discount - making most out of pocket costs easier on your wallet.

- ▶ 30-360 days<sup>3</sup> term length
- ▶ Next day coverage available

Learn how **Short Term Medical<sup>SM</sup> Value** can keep you covered for less.

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Part Number: **44581a-G-0416** (black and white)

Actual Size: **4" x 4.5" Ad** (shown actual size)



**Ad Mats may not be altered. We are not responsible for advertisements that are altered and published in violation of NAIC guidelines and your state advertising regulations.**

**Due to the small point size of the disclaimer information, please use this ad at the provided size or larger. Reducing the ad will result in illegible type and be in violation of NAIC guidelines.**

**When you order Ad Mats, you must indicate the publication and date(s) when you plan to use the Ad Mats.**

**Ad Mats are not available in all states.**

## Budget Friendly Value Plans

**Short Term Medical<sup>SM</sup> Value** is a popular Golden Rule Insurance Company plan choice in 2016<sup>2</sup> for those looking for minimal coverage at a budget-friendly price.



Plus with **Short Term Medical<sup>SM</sup> Value**, you have access to a nationwide network of doctors and hospitals offering quality care at a discount - making most out of pocket costs easier on your wallet.

### Budget friendly Premiums Plus Benefits to Fit Your Needs

#### CONTACT ME FOR A FREE QUOTE!

[Line 1 – Broker Name / Company]  
[Line 2 – Company OR Phone Number]  
[Line 3 – Phone Number OR website]

<sup>1</sup> Short term health insurance is subject to health underwriting and does not meet the minimum essential coverage requirements of the Affordable Care Act (ACA), meaning signing up for this coverage may result in a tax penalty. <sup>2</sup> Based on internal sales data as of Feb. 4, 2016. UnitedHealthOne<sup>®</sup> is a brand representing the portfolio of insurance products offered to individuals and families through the UnitedHealthcare family of companies. Golden Rule Insurance Company is the underwriter and administrator of these plans. The above is an independent insurance broker offering plans underwritten by UnitedHealthcare Life Insurance Company and other insurers. For costs, benefits, exclusions, limitations, eligibility, waiting periods, and renewal terms, call the above broker and ask for a product brochure.



# Ad Mat Order Form

(Excluding social media sites)

**Producer Information:** Producer must be licensed in the state where the ad will run or flyers are used. If different than state listed below, please provide state here: \_\_\_\_\_

Ad Mat will be sent to the address listed below. *Please note we cannot ship to PO Boxes.*

Producer Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_  
Producer ID No. \_\_\_\_\_ **If from FL, also list FL License No.** \_\_\_\_\_

**Please provide the date(s) that Flyers are to be distributed -OR- Ad is scheduled to appear:**

(Be specific—Most Ad Mats are only good for 6 months; Ad Mats with rates change at the end of each quarter.)

Date(s) Producer plans to distribute Flyers -AND/OR- run the Ad : \_\_\_\_/\_\_\_\_/\_\_\_\_ through \_\_\_\_/\_\_\_\_/\_\_\_\_

**Maximum printed flyers allowed is 1,000 per month.** All Print Requests Will Be Filled as B/W. Please specify the part number listed on the bottom of each Ad Mat in Ad Mat Order Form Packet (Example: xxxxx-x-0412 B/W Flyer; xxxxxa-x-0412 Ad; xxxxxc-X-0412 Color.)

Ad Mat Requested (Specify Part No. on line below):	Size	Color	Type	Quantity
Part Number: _____	<input type="checkbox"/> 8.5" x 11" Flyer <input type="checkbox"/> *4.5" x 4" Ad	<input type="checkbox"/> B/W <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> Print (only B/W available) <input type="checkbox"/> PDF (Color via Email)	_____ N/A for Color
Part Number: _____	<input type="checkbox"/> 8.5" x 11" Flyer <input type="checkbox"/> *4.5" x 4" Ad	<input type="checkbox"/> B/W <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> Print (only B/W available) <input type="checkbox"/> PDF (Color via Email)	_____ N/A for Color
Part Number: _____	<input type="checkbox"/> 8.5" x 11" Flyer <input type="checkbox"/> *4.5" x 4" Ad	<input type="checkbox"/> B/W <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> Print (only B/W available) <input type="checkbox"/> PDF (Color via Email)	_____ N/A for Color
Part Number: _____	<input type="checkbox"/> 8.5" x 11" Flyer <input type="checkbox"/> *4.5" x 4" Ad	<input type="checkbox"/> B/W <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> Print (only B/W available) <input type="checkbox"/> PDF (Color via Email)	_____ N/A for Color
Part Number: _____	<input type="checkbox"/> 8.5" x 11" Flyer <input type="checkbox"/> *4.5" x 4" Ad	<input type="checkbox"/> B/W <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> Print (only B/W available) <input type="checkbox"/> PDF (Color via Email)	_____ N/A for Color
Part Number: _____	<input type="checkbox"/> 8.5" x 11" Flyer <input type="checkbox"/> *4.5" x 4" Ad	<input type="checkbox"/> B/W <input type="checkbox"/> Color <input type="checkbox"/> B/W <input type="checkbox"/> Color	<input type="checkbox"/> Print (only B/W available) <input type="checkbox"/> PDF (Color via Email)	_____ N/A for Color

**\*If Ad Mat is to be reproduced by a Publication/Newspaper, please provide the following.**

This information must be received or the Ad Mat order cannot be filled.

Name of Publication(s) \_\_\_\_\_

City and State of Publication(s) \_\_\_\_\_

**You are allowed up to three lines on an Ad Mat. One** of those lines **must** be your phone number. We will **not** print addresses. Typically, these lines contain your name, agency name, and phone number only **OR** your name, phone number and email address. Please type or print your three lines of text in the spaces provided below.

**In FL, the ad must include your FL License No.**

Line (1) \_\_\_\_\_

Line (2) \_\_\_\_\_

Line (3) \_\_\_\_\_

**Some Ad Mats shown may offer these options:**

Check here if requested Ad Mat shows sample Rates —

The following must be supplied to generate rate quote.

Male  Female Age \_\_\_\_\_

ZIP Code \_\_\_\_\_ Effective Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Specific Plan \_\_\_\_\_

Deductible \_\_\_\_\_ Coinsurance \_\_\_\_\_

44123-X-0216

**Return to:** UnitedHealthOne<sup>SM</sup>  
Broker Sales  
Attn: Ad Mat Department  
7440 Woodland Drive  
Indianapolis, IN 46278-1719  
FAX (317) 715-7260

**For In-House Use Only:** Date received \_\_\_\_/\_\_\_\_/\_\_\_\_