

Aetna Protection Series
Composite Script – General Branding - B2B
December 14, 2018
Script v03

Approximate RT: 3:00

TEXT: (IN-SET TV MONITOR)

GRAPHIC: (IN-SET TV MONITOR IMAGE/INTERWOVEN TEXT: “PEACE OF MIND” / “TEAMWORK”)

SEGMENT	S#	VIDEO	AUDIO
Logo Sequence	1.	Open (Photo collage of Aetna images)	(Music up and under through open)
Welcome	2.	(Slide 1) → Aetna logo You don't join us, we join you ® LOWER-THIRD Host's name	Hello, my name is Lauren and I'd like to introduce you to a complete portfolio of supplemental insurance products, Aetna's <i>Protection Series</i> underwritten by Continental Life Insurance Company of Brentwood, Tennessee.
		(Slide 2) → Peace of Mind	We know the important role insurance plays in an individual's health care journey. We also know that whether a potential customer is a member of Medicare or another major medical plan, the deductibles, co-payments, and benefits change from plan to plan.
		(Slide 3) → Protection Series (sm)	These products were designed as security solutions for... peace of mind protection. Products include: <i>Home Care Plus Insurance Plans</i> <i>Dental, Vision, and Hearing Insurance Plans</i> <i>Hospital Indemnity Flex Insurance Plans</i> <i>Recovery Care Insurance Plans</i> <i>Cancer and Heart Attack or Stroke Insurance Plans</i>
		(Slide 4) → (fade up) • <i>Home Care Plus Insurance Plans</i> • <i>Dental, Vision, and Hearing Insurance Plans</i> • <i>Hospital Indemnity Flex Insurance Plans</i> • <i>Recovery Care Insurance Plans</i> • <i>Cancer and Heart Attack or Stroke Insurance Plans</i>	 <i>Home Care Plus Insurance Plans</i> <i>Dental, Vision, and Hearing Insurance Plans</i> , or DVH for short. <i>Hospital Indemnity Flex Insurance Plans</i> , <i>Recovery Care Insurance Plans</i> , <i>and Cancer and Heart Attack or Stroke Insurance Plans.</i> An integral part of Aetna's Protection Series is that benefits are paid directly to the policyholder, or a designated medical provider, and are paid in addition to any

			<p>other health care coverage.</p> <p>By teaming up with us, you'll have a range of tools and resources that offer meaningful and affordable solutions for your clients.</p>
Product Introduction	3.	<p>(Slide 5)</p> <p>Protection Series (sm) Underwritten by Continental Life Insurance Company of Brentwood, Tennessee</p> <p>(fade up) Home Care Plus Insurance Plans</p>	<p>Let's take a deeper look at our plans to help you guide your clients.</p> <p>Healthcare costs continue to rise, and many health issues require therapy and rehab.</p> <p>Out-of-pocket costs can be even more expensive. For example, did you know that the average short-term recovery time for hip replacement is 4 to 6 weeks and for knee replacement it's up to 3 months to return to most daily activities? You can see how expenses can quickly add up in those scenarios.</p> <p>Even those who lead a healthy lifestyle may be at risk of experiencing an unexpected health issue, requiring the need for therapy and rehab. <i>Home Care Plus Insurance Plans</i> makes it possible to recuperate at home by covering physical, speech, respiratory therapies, and medically necessary treatments.</p> <p>This product makes your clients' health the top priority; making it a possibility for members to stay in their home with skilled assistance when it's medically necessary to do so.</p>
Plan benefits	4.	<p>(Slide 6)</p> <p>Protection Series (sm) Underwritten by Continental Life Insurance Company of Brentwood, Tennessee</p> <p>(fade up) Dental, Vision and Hearing Insurance Plans</p>	<p>It's important to our members <u>and potential members</u>, to maintain a healthy smile, continue to see clearly, and hear the world that much better, that's why dental, vision and hearing are key supplemental components to <u>any</u> health care plan.</p> <p>Aetna's <i>Protection Series</i> – includes the <i>Dental, Vision, and Hearing</i> plans, or DVH for short.</p> <p>As for dental, unexpected Issues and pain</p>

			<p>can stop your clients in their tracks. Plans allow members to choose any provider in or out of network.</p> <p>If your client's existing insurance is limited in terms of its vision coverage; eye exams, eyeglasses and contact lenses are all part of the DVH plan.</p> <p>The hearing coverage within the plan covers examinations, hearing-aids, and more.</p> <p>Products, plans, and availability vary by state, so check with your local insurance agent when you're ready for more details.</p>
	5.	<p>(Slide 7)</p> <p>Protection Series (sm) Underwritten by Continental Life Insurance Company of Brentwood, Tennessee</p> <p>(fade up) Hospital Indemnity Flex Insurance Plans.</p>	<p>→ To help offset the out-of-pocket costs associated with typical medical coverage, including: deductibles, co-pays and unexpected or additional expenses, the Aetna team developed the <i>Hospital Indemnity Flex Insurance Plans</i>.</p> <p>→ With 2 plan benefits and 6 additional riders to choose from, this plan truly "flexes" to fit your needs to help pay for out of pocket costs associated with your client's medical coverage.</p>
Summary	6.	<p>(Slide 8)</p> <p>Protection Series (sm) Underwritten by Continental Life Insurance Company of Brentwood, Tennessee</p> <p>(fade up) Recovery Care Insurance Plans.</p>	<p>→ Whether your clients are working or retired, it's important for them to consider the level of care and comfort they deserve if an unexpected accident or illness impacts their lifestyle and finances.</p> <p>What if a client has to be in the hospital for an extended period of time? Is professional homecare an option? What if for some reason your clients are not able to perform two or more activities of daily living (ADLs) like bathing, dressing, or eating?</p> <p>→ With questions like these in mind, the Aetna team developed the <i>Recovery Care Insurance Plans</i>. It puts your clients in the driver's seat, allowing them to choose the level of care and comfort they deserve.</p>
Logo	7.	(Slide 9)	→ You're probably aware that cancer, heart

Sequence		<p>Protection Series (sm) Underwritten by Continental Life Insurance Company of Brentwood, Tennessee</p> <p>(fade up) Cancer and Heart Attack or Stroke Insurance Plans.</p>	<p>attacks and strokes are the leading cause of death for both men and women in America.</p> <p>Cancer treatments or the costs following a heart attack or stroke cause huge financial strain. Being financially prepared for indirect costs like travel, hotel needs, and lost wages can prove to be a great comfort to your client and their loved ones.</p> <p>With our <i>Cancer and Heart Attack or Stroke Insurance Plans</i>, we help with the all-too-real possibility of a client being diagnosed with one of these illnesses.</p>
Logo Sequence	8.	<p>(Slide 10) Protection Series (sm)</p> <p>(Slide 11) (fade up) • Home Care Plus Insurance Plans • Dental, Vision, and Hearing Insurance Plans • Hospital Indemnity Flex Insurance Plans • Recovery Care Insurance Plans • Cancer and Heart Attack or Stroke Insurance Plans</p> <p>(Slide 12) Aetna logo</p>	<p>Thank you so much for taking time to learn more about Aetna's <i>Protection Series</i>, a portfolio of supplemental insurance plans, underwritten by Continental Life Insurance Company of Brentwood, Tennessee.</p> <p>With <i>Home Care Plus Insurance Plans</i> <i>Dental, Vision, and Hearing Insurance Plans</i>, <i>Hospital Indemnity Flex Insurance Plans</i>, <i>Recovery Care Insurance Plans</i>, and <i>Cancer and Heart Attack or Stroke Insurance Plans</i>.</p> <p>Your clients' health care journey is off to a great start.</p> <p>Not all benefits are available in all states.</p> <p>(ALT.) Not all products are available in all states.</p> <p>By teaming up with Aetna, we can provide you with affordable products that meet your clients' needs while helping you grow your</p>

		You don't join us, we join you (sm)	business. Additional product training material is available upon request. Aetna You don't join us, we join you.
Logo Sequence	9.	Close (Photo collage of Aetna images)	(Music up – fade out)

AETNA