

SELF-ENROLL LINK PERSONALIZED LINK

CIGNA SUPPLEMENTAL BENEFITS

Together, all the way.®



SELF-ENROLL LINK

Share CSB Products with your customers, leverage for cross selling strategies, and receive credit when customers self-enroll

1. Use the Create Self-Enroll link on Express App

Ways to Share:

- ❖ Add to your Email Signature
- ❖ Email communication
- ❖ Social Media
- ❖ Personal Website

The screenshot displays the Cigna Express App interface. At the top left, the Cigna logo and 'EXPRESS APP' are visible. A 'Send Forms' button is located in the top right. The user is logged in as 'HARRIS MOHR'. Below the navigation bar, there is a 'Broker Campaigns' dropdown menu set to 'BROKERAGE' and a 'Create Self-Enroll Link' button, which is highlighted with a yellow arrow. The main content area is divided into two sections. On the left, there is a 'START A NEW QUOTE' form with fields for Zip Code, Date of Birth, Age, and Gender (with a 'Please Select' dropdown). A green 'QUICK QUOTE/APPLY' button is at the bottom of the form. On the right, there is a photograph of a smiling man hugging two children on a couch. At the bottom of the page, there is a footer with links for 'CSB Resources', 'AgentView', and 'Cignaforbrokers', and a small note '*For agent use only'.



SELF-ENROLL LINK

The screenshot displays the Cigna Express App interface. At the top left, the Cigna logo and 'EXPRESS APP' are visible. A 'Send Forms' button is located in the top right. The user is identified as 'Welcome, HARRIS MOHR'. Below this, there is a 'Broker Campaigns' dropdown menu set to 'BROKERAGE' and a prominent blue button labeled 'Create Self-Enroll Link', which is highlighted by a yellow arrow. On the left side, there is a 'START A NEW QUOTE' section with input fields for Zip Code, Date of Birth, Age, and Gender (with a 'Please Select' dropdown). A green 'QUICK QUOTE/APPLY' button is at the bottom of this section. In the center, there is a photograph of an elderly man with glasses laughing while being hugged by a young girl in a green shirt and a young boy in a striped shirt. At the bottom of the interface, there are links for 'CSB Resources', 'AgentView', and 'Cignaforbrokers'. A small asterisk note '*For agent use only' is located below the quote form.



TYPE OF PRODUCT

START A NEW QUOTE

Zip Code

Date of Birth

Age

Gender

QUICK QUOTE/APPLY

*For agent use only

Create Self-Enroll Link

Writing Number

CB01234

Cigna Line of Business

BROKERAGE - Cigna Supplemental Benefits

Type of product ⓘ

- Supplemental Health
- Supplemental Health**
- Cigna Individual Dental
- Medicare Supplement

<https://cignasupplemental.com/equotes/startInterview.action?&cid>

Cancel Copy Link

Welcome, HARRIS MOHR

Send Forms

Broker Campaigns: BROKERAGE

Create Self-Enroll Link



COPY LINK

The screenshot displays the Cigna Express App interface. At the top left, the Cigna logo and 'EXPRESS APP' are visible. A 'Send Forms' button is located at the top center. The user is logged in as 'HARRIS MOHR'. On the right, there is a 'Broker Campaigns' dropdown menu set to 'BROKERAGE' and a 'Create Self-Enroll Link' button. An orange arrow points to this button. On the left, there is a 'START A NEW QUOTE' section with input fields for Zip Code, Date of Birth, Age, and Gender (set to 'Please Select'). A green 'QUICK QUOTE/APPLY' button is below these fields. The main content area is a 'Create Self-Enroll Link' dialog box. It contains the following fields: 'Writing Number' (CB01234), 'Cigna Line of Business' (BROKERAGE - Cigna Supplemental Benefits), 'Type of product' (Supplemental Health), and 'Link' (https://cignasupplemental.com/eqotes/startInterview.action?&cid). An orange arrow points to the 'Copy Link' button at the bottom right of the dialog box. A 'Cancel' button is also present at the bottom left of the dialog box. At the bottom left of the app interface, there is a note: '*For agent use only'.



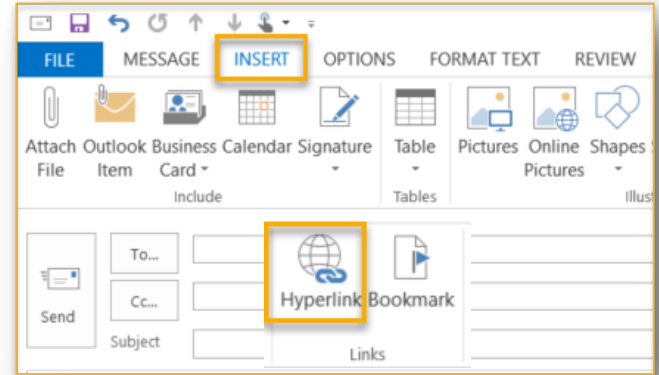
CUSTOMIZE LINK IN EMAIL



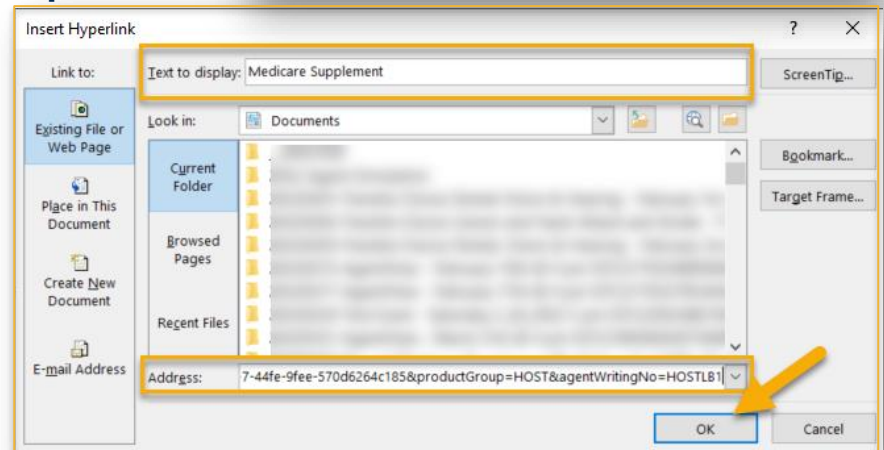
OUTLOOK CUSTOMIZED EMAIL

1. Customize the text for your Static Broker Link
 - A. Go to Outlook email
 - B. Open a new email message and click on the body of the email
 - C. Click the “Insert” tab and select the hyperlink icon
 - D. In the Insert Hyperlink Window:
 - I. Text to display = i.e. Medicare Supplement
 - II. Address = Paste your Static Broker Link
 - E. Click OK

Step C



Step D & E



OUTLOOK CUSTOMIZED EMAIL

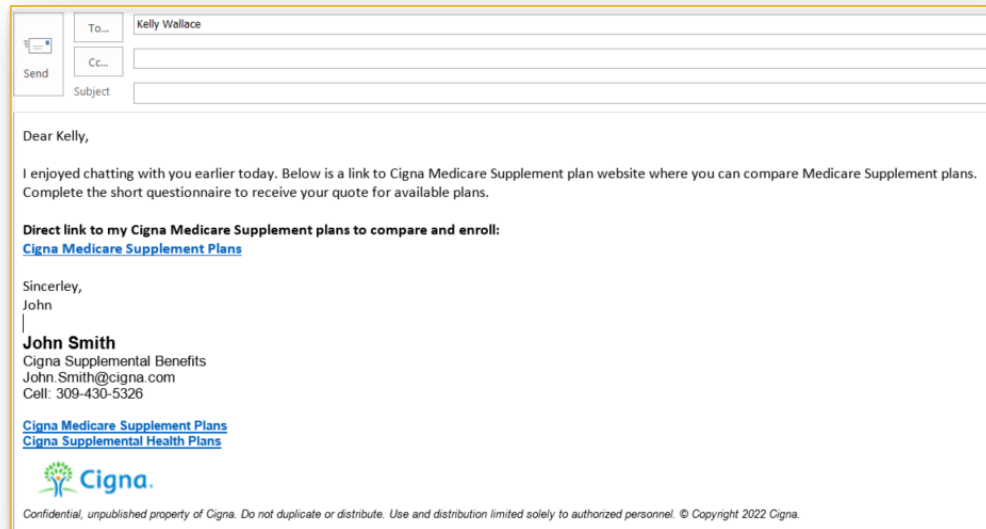
2. Sample email containing the Static Broker Link

*Add to your email signature so that the Static Broker Link is included in all email communications

*Enrollment will be tied to you and your commissions

Actively see in Express App:

- ❖ Any progress that has been completed by the applicant by clicking on the lead
- ❖ Submitted application



SELF-ENROLL LINK CUSTOMER EXPERIENCE



CUSTOMER EXPERIENCE

1. Customer is directed to a consumer facing site
2. Complete a questionnaire
 - Zip code
 - Name
 - Date of Birth
 - Gender
 - Medicare Information
 - Checks for Guarantee Issue
 - Available Discounts
 - Email and Phone number
3. Receive a Quote
4. Enroll in a Plan

Cigna Medicare Supplement Insurance
American Behavioral Life Insurance Company
Cigna Health and Life Insurance Company
Cigna National Health Insurance Company
Loyal American Life Insurance Company

Medicare Supplement Insurance Quote

Get a Quote

Do you want to know what each of our Medicare Supplement plans cost?
Answer the following questions, and you can compare the costs of our plans right here on our website.

Where do you live?

Zip Code

[Back](#) [Next](#)

Questions? Call us!
1-877-895-4619
Cigna Hours of Operation
Monday - Friday
8:00 am - 8:00 pm ET

Cigna Medicare Supplement Insurance
Cigna National Health Insurance Company

Medicare Supplement Insurance Quote

Your Medicare Supplement Quote

Plan G	Plan N	Plan A
per month \$109.40* Includes Premium Discount -\$6.98	per month \$78.39* Includes Premium Discount -\$5.00	per month \$96.11* Includes Premium Discount -\$6.13
Apply Now Learn More	Apply Now Learn More	Apply Now Learn More

Or contact your agent to apply

*Rates are subject to change. The policy's rate structure is based on attained age, which means your premium will increase each year due to increases in your age. Please do not send money. You must first complete an application to obtain coverage. Please see the Outline of Coverages for a brief description of the benefits. Programs included with your policy - at no additional cost to you!†

Cigna Healthy Rewards®
Discounts on health and wellness programs

Health Information Line
Speak with a health advocate† anytime
24 hours a day, 7 days a week



PERSONALIZED LINK



PERSONALIZED LINK

Use the Personalized Link to send an application for customer completion

1. Start the Application in Express App
2. Complete the Applicant Information
3. Use Send Forms

Personalized Link Requirements:

- ❖ Available only for Flexible Choice Dental, Vision & Hearing plans
- ❖ Requires monthly bank draft
- ❖ Payor must be the person enrolling

The screenshot displays the Cigna Express App interface. At the top, the 'Send Forms' button is highlighted with a yellow arrow. Below it, the 'Prior or Other Coverage' section is visible, with a blue box containing an information icon and text: 'Use the Send Forms button above to email your customer a personalized link to this in-progress dental application if they prefer to complete it without assistance.' The form below contains the following fields:

- Customer First Name: JAMES
- Customer Last Name: TEST
- Customer Email: james.test@tester.com
- Verify Customer Email: james.test@tester.com
- Agent Phone Number: 610-423-5678
- Agent Extn: (empty)
- Agent Writing Number: HOSTLB2

Below the form, there is a section for consent and acknowledgment. The 'Include Customer Enrollment Link' checkbox is checked and highlighted with a yellow arrow. At the bottom right, the 'Send Forms' button is also highlighted with a yellow arrow.



PERSONALIZED LINK CUSTOMER EXPERIENCE



CUSTOMER EXPERIENCE

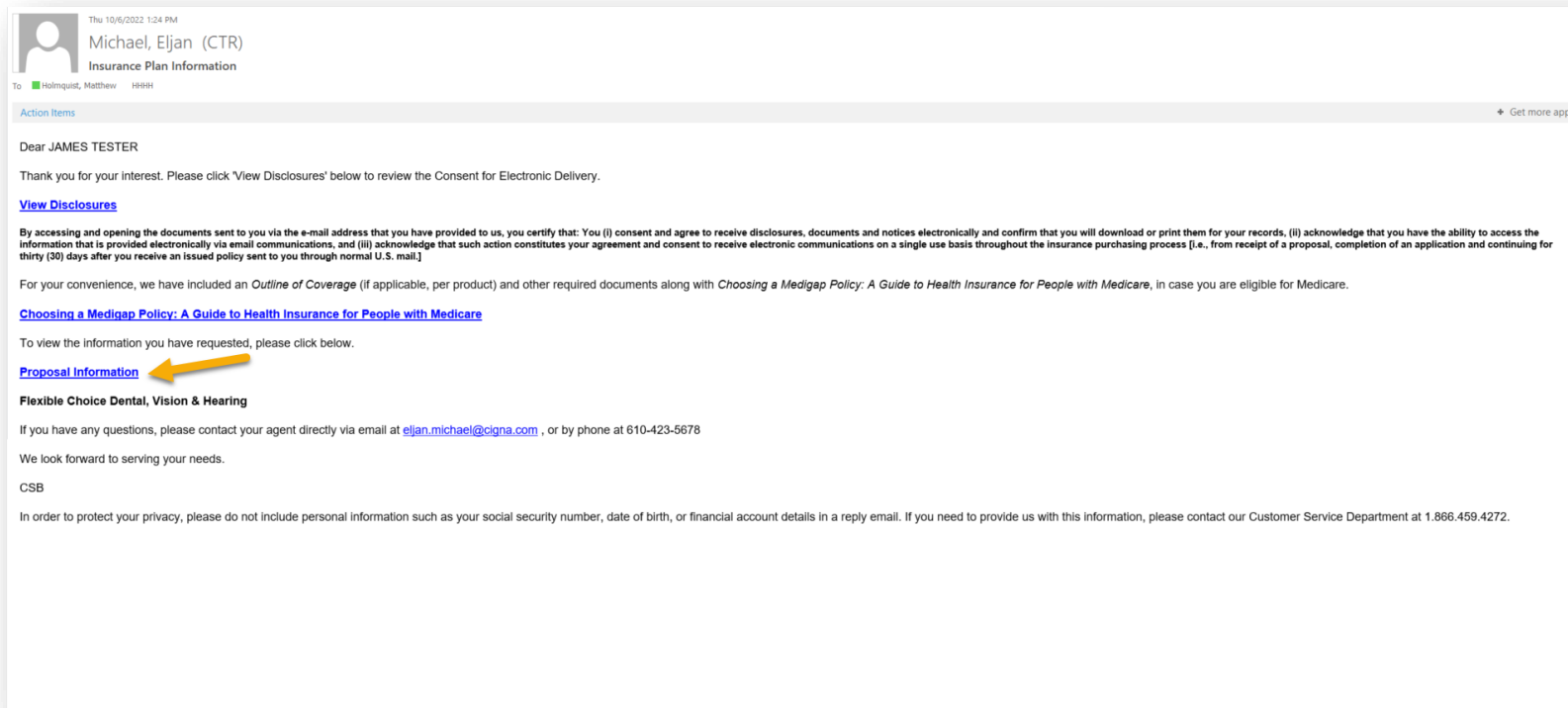
1. Customer receives an email
2. Clicks on Proposal Information
3. Selects Apply Now
4. Directed to the consumer facing site to complete the application
5. All content captured by the Agent on the application is retained for the customers review, completion and submission

The screenshot shows an email from Michael Ejan (CTR) with the subject 'Insurance Plan Information'. The email body contains a 'View Disclosures' link and a 'Proposed Information' link. To the right, a separate window displays the 'Cigna Supplemental Benefits' page. The page title is 'Cigna Supplemental Benefits Insured by Loyal American Life Insurance Company'. Below the title, there is a section for 'Cigna Flexible Choice Dental, Vision & Hearing Insurance Quote'. The quote details include: State Coverage: IN, Date: 10/06/2022, This customized quote is for: JAMES TESTER, Coverage Type: Primary Applicant, and Preventive Services covered at 100% (Yes selected). A table shows the Annual Maximum (\$2,000) and Deductible Amount (\$100). A 'Next' button is visible at the bottom of the quote window.

The screenshot shows the 'Cigna Supplemental Insurance Quote' page. The page features the Cigna logo and the text 'Cigna Supplemental Insurance Quote'. Below the title, there is a 'Retrieve your Quote' section with input fields for Zip Code, Last Name, and Date of Birth. A 'Next' button is located below the input fields. On the right side, there is a 'Questions? Contact your agent' button with a circular icon containing a question mark and a person silhouette.



PROPOSAL EMAIL



APPLY NOW

Cigna Supplemental Benefits

Insured by Loyal American Life Insurance Company

Cigna Flexible Choice Dental, Vision & Hearing Insurance Quote

State Coverage: IN

Date: 10/06/2022

This customized quote is for: JAMES TESTER

Coverage Type: Primary Applicant

Preventive Services covered at 100%: Yes No

For more information, contact:

TRUMP ONE MICHAEL LB
610-423-5678
ejlan.michael@cigna.com

Or access your quote and apply online!

[Apply Now](#) (Quote available for 90 days)

Cigna Flexible Choice Dental, Vision & Hearing Insurance		
Plan	Annual Maximum	Deductible Amount
Flexible Choice Dental & Vision	\$2,000	\$100
Monthly Electronic Funds Transfer (EFT)		
Premium Total*	\$44.84	

Exclusions, Limitations and Reductions

May vary by state, please see your outline of coverage or policy for exact details.

The benefits outlined broadly describe the benefits of our Flexible Choice Dental, Vision & Hearing policy. Availability varies by state. Policies may contain exclusions, limitations, reduction of benefits and terms under which the policy may be continued in force or discontinued. For costs and details of coverage, review your plan documents, consult your agent or contact a Cigna representative.

Please do not send money. You must first complete an application to obtain coverage. This is a solicitation for agent/producer may contact you. This proposal is designed as a marketing aid and is not to be construed as a contract. The full terms and conditions of coverage are stated in, and governed by, an issued policy. Forms series (LY-DVH-BA and LY-DVH-SCHD).

THIS POLICY PAYS LIMITED BENEFITS ONLY. THEY DO NOT CONSTITUTE COMPREHENSIVE HEALTH INSURANCE COVERAGE AND ARE NOT INTENDED TO COVER ALL MEDICAL EXPENSES. THIS COVERAGE DOES NOT SATISFY THE "MINIMUM ESSENTIAL COVERAGE" OR INDIVIDUAL MANDATE REQUIREMENTS OF THE AFFORDABLE CARE ACT (ACA). THIS COVERAGE IS NOT MEDICAID OR MEDICARE SUPPLEMENT INSURANCE.

*Premium amounts are based on information you provided and the issue age of the primary applicant. Premiums vary benefit amount and coverage type selected.



CONSUMER SITE



Cigna Supplemental Insurance
Loyal American Life Insurance Company

Cigna Supplemental Insurance Quote

Retrieve your Quote

Zip Code

Last Name

Date of Birth

Next

[VIEW STATE DISCLOSURES, EXCLUSIONS & LIMITATIONS](#)



Questions?



Contact your
agent



ST. THOMAS SALES REWARD TRIP



2022 SALES REWARD TRIP ST. THOMAS

For agent use only.



Your ticket to the sales reward trip of a lifetime is here.

The Westin Beach Resort & Spa at Frenchman's Reef, June 8–12, 2023.

Your ticket to the sales reward trip of a lifetime is here. Every Cigna Supplemental Benefits policy you sell between now and February 28, 2023, puts you and a guest closer to five sun-drenched days and four dazzling nights at the premier resort destination in the Caribbean's U.S. Virgin Islands.

Sell Cigna Supplemental Benefits policies to earn your place under the palms.



For official rules and details: https://cignaforbrowsers.com/gasbagent/cache/salespromotions/966660-csb-10-0068-b-stthomas_flyer_v4-web.pdf

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THE END

