

For brokers and producers only

Date: October 29, 2020

**Markets: Self-Insured Groups (Except Medicare Supplement)**

## Expert Consult Program Marketing Campaign Launches to Self-Insured Groups

Recently, we kicked off a direct-to-member marketing campaign for fully insured business. Starting next month, we're expanding that campaign to self-insured groups. This targeted campaign is for members whose claims analysis indicate they are considering an elective orthopedic surgery in the next 12 to 18 months.

The goal is to engage these members in a discussion about their treatment options before they make the decision to have elective orthopedic surgery, which is expensive and includes a long recovery period.

A [sample email, letter and mailer](#) are available for your reference along with the original [June broker news](#) for more details about the campaign.

### For more information

If you have any questions, please contact your broker sales representative.