

## Agency Communication Protocol

Pivot Health understands that agencies need to communicate to their downlines and we encourage you to do it often! Nothing helps sell Pivot Health's short-term health insurance products like continual reminders about product features.

We appreciate reviewing all agent communications including emails, flyers and other marketing collateral that contains Pivot Health's name. We ask for your cooperation because when an email communication or website uses Pivot Health's name, a software system notifies the insurance carrier. If the insurance carrier finds a communication inappropriate or inaccurate, Pivot Health is notified of the issue.

To help speed review time and reduce edits to your materials, here are some tips to keep in mind when creating your communications:

- Use Pivot Health's name in its entirety. Do not refer to "Pivot" alone.
- When referring to "short-term medical plans" insert the word "insurance" in the first instance the short-term phrase is used like "short-term health insurance" or "short-term medical insurance." We recognized agents know it is an insurance product but it satisfies federal requirements.
- Do not use any insurance carrier names.
- Do not refer to short-term health plans as "low cost," "cheap," "affordable" or "50% less than an ACA plan." We recommend phrases like "economical" and "budget-friendly."
- Do not post Pivot Health materials such as brochures, flyers, broker guides, etc. on websites that can be viewed by the general public. This information may only be online if it is behind a password login.
- If you want to use Pivot Health's name or logo on your website, pre-approval is required.
- No recorded training videos using Pivot Health's name may be posted on websites like YouTube, Vimeo, Instagram, Facebook, etc.

If you want to use Pivot Health's logo, check and make sure you have the latest version. We've made some updates lately! And be sure to check out the fillable marketing flyers and web buttons you can download from Agent Resources.

Feel free to share Pivot Health's Facebook, Twitter and LinkedIn posts on your agency social media feeds. Our LinkedIn page is an agent-centric news hub and a great resource for upcoming webinars and company news - so be sure to follow us!

As a reminder, all emails must be reviewed by Pivot Health, even if they are webinar announcements that don't discuss product. We vow to be quick and efficient with our review process and will get back to you as soon as possible.

If you have any questions about communications, please contact your account executive. We are here to help you make the most of your selling opportunities.