



# Special Enrollment Period (SEP) Health Insurance Marketing Data

NOW YOU CAN REACH THE LARGEST NUMBER  
OF HIGHLY-RESPONSIVE CONSUMERS WHO  
ARE RECENTLY ELIGIBLE TO ENROLL IN YOUR  
HEALTHCARE PLANS

Every month thousands of individuals become eligible for special enrollment. Unfortunately, many carriers and agencies are missing their opportunity to reach these consumers. Don't let another month go by without including these audiences in your marketing. Contact us today for counts.

## Immediately Increase Your Enrollment

Many carriers and agencies fail to reach all of the people who are eligible for special enrollment in their areas.

Fortunately, we have assembled and advanced suite of SEP data that ensures you reach the largest and most responsive audience for your health insurance plans.

With our data, you will increase your enrollment as you reach the right consumers and the right time with the right health plan marketing messages.

## Make Sure You Reach Everyone

- Turning 26 and turning 65
- Moved into a new state or a new county
- Newly engaged by wedding date
- Recently married
- Recently divorced
- Recently retired
- Expectant mothers by child's due date
- New child birth to new mothers
- In-the-Market for baby supplies (30 day hotline) **NEW**
- In-the-Market for weddings (30 day hotline) **NEW**

## Request Hotline Counts & Recos Today

This data is extremely responsive and it gives you access to the largest universe of prospects for your insurance plans.

Contact us today to request counts and recommendations.



Age 26-64



Age 65-85

## SEP Marketing Checklist

Are you reaching all of these consumers?

- ✓ Turning 26 and 65
- ✓ Moved to a new state
- ✓ Moved to a new county
- ✓ Newly engaged by wedding date
- ✓ Recently married
- ✓ Recently divorced
- ✓ Recently retired
- ✓ Expectant mothers by child's due date
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