

## Medicare Seminar process

### Required Event submission:

1. Fill out and Submit the Agent Medicare Advantage marketing event submission form – this is found in the Ascend mobile app resources OR by contacting your Medicare agent representative.
2. The event form must be submitted 14 days prior to the event or 7 days prior to any event advertising, whichever comes first.
3. Forms can be submitted to
  - a. [DHP.MAPDsales@deancare.com](mailto:DHP.MAPDsales@deancare.com)
  - b. Or faxed to 608-252-0801

### Seminar Direct Mail How To

1. If your agency currently utilizes Direct Mail (DM) with Business Reply mail (BRM) and you have a fulfillment/production vendor skip to step #3.
2. New to the process or need help? Dean Health plan has selected Econoprint as our preferred vendor based on their expertise providing direct mail services to small and large businesses. Contact them to discuss your options, process and to receive a final quote for production, printing, and mailing services.
  - Contact Econoprint- Denise Helmer (Sales and Consult) [deniseh@econoprint.com](mailto:deniseh@econoprint.com) or Teresa Falkner (Project manager/ Ready to Order) [teresaf@econoprint.com](mailto:teresaf@econoprint.com).
  - Your agency will need to obtain a mailing list
    - Needs to be in Excel file format
    - Please indicate to vendor what fields should print within mailing list.
  - Your agency will need to determine your plan for the return mailer post card.
    - Business Reply Mail, which requires a USPS mail permit. This service allows you to receive First-Class mail from potential seminar attendees, which you pay the postage and a per piece fee for only returned cards.
      - For details of how to obtain USPS permit — [USPS Business Reply Mail Guide](#)
    - Or prospects affix a stamp to post card return mailer.
3. Download Acrobat reader if necessary. See link within web page.
4. Download the Seminar Mailer PDF that matches your return mailer strategy.
  - Seminar Mailer for agencies with a USPS mailing permit and artwork
  - Seminar Mailer with blank BRM details for use with stamps
5. Fill in all necessary fillable information and add Agency logos in PDF.
  - Placing cursor over each fillable field will show note of required information
6. Upload or email mail list and PDF mailer to vendor.
7. Work with the vendor to determine mail dates and approve proofs.
8. The estimated costs for this mailer
  - Printing -100 pcs QTY, Unit cost \$3.23
  - Printing -250 pcs QTY, Unit cost \$1.58
  - Postage cost per piece (marketing mailing rate via EP mail service) – 100 pcs QTY, unit cost \$.98
  - Postage cost per piece (marketing mailing rate via EP mail service) – 250 pcs QTY, unit cost \$.39