

MEDIA SCRIPTS

THE MAIL JUST KEEPS COMING

Script #1:

It usually starts the same way for a lot of people.

One Medicare postcard shows up in the mail. Then another. Before long, your kitchen counter is covered with brochures, your phone starts ringing, and it feels like everyone has advice about what you should do.

The challenge isn't finding information. It's figuring out which information actually applies to you.

Taking time to understand your Medicare options before making important decisions can help you move forward with greater confidence.

Advisor CTA Choice:

Option 1: Download our **A Clear Path To Medicare Guide**

Option 2: Complete our **Medicare Conversation Planner**

Option 3: Schedule a **Complimentary Medicare Education Conversation**

Investment advisory services offered through Foundations Investment Advisors, LLC, an SEC registered investment adviser. This is not endorsed by the U.S. government or associated with any federal Medicare program. If applicable, we do not offer every plan available in your area and contacting us will direct you to a licensed insurance agent. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all of your options.

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EVERYONE HAS ADVICE

Script #2:

If you've talked to friends, family members, or neighbors about Medicare, you've probably noticed something pretty quickly: everyone seems to have advice.

While people genuinely want to help, what worked for someone else may not be the right fit for your situation.

Your healthcare needs, retirement plans, and employment are unique, which means your Medicare decisions should be, too.

That's why understanding your circumstances is one of the best places to begin.

Advisor CTA Choice:

Option 1: Download our **A Clear Path To Medicare Guide**

Option 2: Complete our **Medicare Conversation Planner**

Option 3: Schedule a **Personalized Medicare Education Conversation**

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I THOUGHT I HAD MORE TIME

Script #3:

If you're still working, Medicare may not be at the top of your mind.

Then a coworker retires, a friend celebrates their 65th birthday, or someone casually asks what you're planning to do about Medicare.

That's when many people stop and think,

"I thought I had more time."

The truth is, if you're still working, your Medicare decisions may look different than someone who's already retired. Understanding how employer coverage works with Medicare can help you prepare before important decisions need to be made.

Advisor CTA Choice:

Option 1: Schedule a **Medicare & Employer Coverage Conversation**

Option 2: Download our **A Clear Path To Medicare Guide**

Option 3: Complete our **Medicare Conversation Planner**

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WAIT...I THOUGHT...

Script #4:

Have you ever caught yourself saying,

"I thought Medicare was free."

Maybe...

"I thought it covered everything."

You're not alone.

Many of the most common Medicare assumptions come from conversations with friends, family, or things we've heard over the years. The challenge is that what you've heard may not tell the whole story.

Taking time to understand how Medicare works before making important decisions can help you move forward with greater confidence.

Advisor CTA Choice:

Option 1: Download our **A Clear Path To Medicare Guide**

Option 2: Complete our **Medicare Conversation Planner**

Option 3: Schedule a **Complimentary Medicare Education Conversation**

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AFTER ALL THE MAIL...

Script #5:

By the time you're ready to make Medicare decisions, you've probably seen the postcards, heard the opinions, and searched for answers more than once.

It's easy to feel like you're supposed to have everything figured out.

The good news is...

You don't have to.

One conversation can answer the questions that matter most to you and help you better understand your Medicare options before important decisions need to be made.

Advisor CTA Choice:

Option 1: Download our **A Clear Path To Medicare Guide**

Option 2: Complete our **Medicare Conversation Planner**

Option 3: Schedule a **Complimentary Medicare Education Conversation**

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