

## Memo

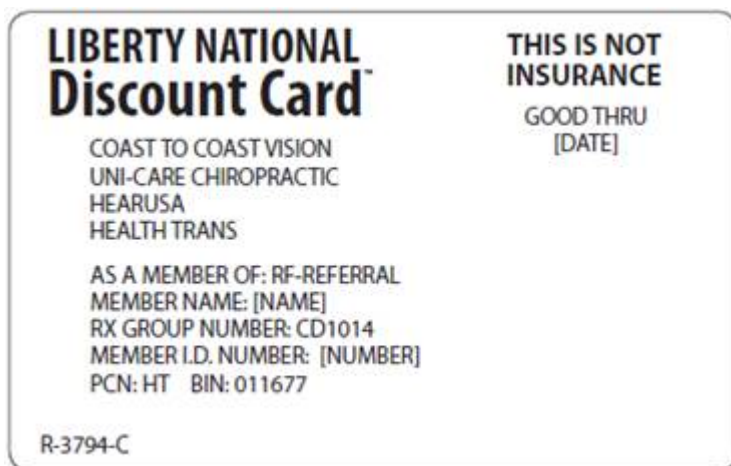
**To: Agency Owners**  
**From: Brenda Martin**  
**Re: No-Cost Liberty National Discount Card**

The new Liberty National, **no-cost** introductory offer, LNL Discount Card will be released June 10<sup>th</sup>. The LNL Discount Card will be available to Individual and Worksite Customers. Make sure you cover this in your next meeting with your management team and Agents. Attached you will find Discount Card scripts to use in your training for the Individual Market. You will receive sample scripts for the Worksite Market tomorrow.

The Liberty National Discount Card enables customers to get discounts on certain health services. This card is not insurance.

The new Discount Card serves as a lead generator and is available at no cost to customers. The card is good for one year and can be renewed at no additional cost.

Discounts go into effect as soon as your customer receives the card. Also, any immediate family members in the customer's household can use the same membership card. One card can cover the entire family. The Agent should always leave a copy of the Membership Booklet with the customer. ID cards and a personalized provider list are mailed to the customer from the Home Office. The customer should receive their card within 10 – 14 days after the application is uploaded to the Home Office. Attached is a sample of the letter and provider information the customer will receive with the card.



### What Discounts Are Included?

- Vision

- Hearing
- Prescription drugs
- Chiropractic

### Customer Service

- Check the website at [www.FindBestBenefits.com](http://www.FindBestBenefits.com) for a complete list of providers.
- Customers should contact Coverdell at 1-800-308-0374 with questions about discounts and providers.

### Available Materials

- Brochure (R-3792)
- Member Information Booklet (R-3791)
- Application (R-3429)
- Marketplace Bulletin (attached)
- Laptop videos (lead and offer) added to eApp

You will receive a courtesy shipment of supplies to your Agency.

### Ordering Additional Supplies

- Agency Owners can request additional brochures (R-3792), Member Information Booklets (R-3791), and applications (R-3429) through the IC51 ordering screen.

You must synchronize and update your eApp after **4 pm Central time zone, June 10, 2014**, to get the new Discount Card videos.



**Questions**

Contact [agency-support@libnat.com](mailto:agency-support@libnat.com) with technical questions.