

AMERIPLAN FREE DISCOUNT PRESCRIPTION CARD

TO: AmeriPlan Benefit Consultants

FROM: Dennis and Daniel Bloom

SUBJECT: NEW MEMBER PROSPECTING SYSTEM

We are pleased to introduce a New Member Prospecting System. It will only work for you if you take the time to learn it and then work it. Your efforts will help to determine the success of this program and will put more money in your pocket. Your feedback is encouraged.

Here it is!

It has been established since our inception in 1992 that one of the most challenging aspects of building a successful AmeriPlan business is the matter of “prospecting” for new members. With that in mind, and with the input from serious professionals who have been associated with the Company for many years, we have developed this “AMERIPLAN MEMBER PROSPECTING SYSTEM”.

While we are referring to a potential new member as a “prospect”, they may be anyone that you consider having a possible interest in saving money on healthcare costs for themselves and their families.

- They could be your *hot* market, such as family or friends;
- they could be your *warm* market, such as merchants that you deal with, people you know from work or church; or
- they can be your *cold* market, which would pretty much include anyone else.

If you work it properly, this system will develop many more members for you and will increase your income.

Keep in mind that “prospecting” is a numbers game...that is, the more people that you make contact with, the more new members you will enroll. As your skill and comfort level with this system improves, so will your “closing” rate. Do not get discouraged if at first, you do not “close” everyone that you contact. It is a slow sure way to build your business. Do it every day and make it a goal to keep. It will pay off.

The System consists of:

- a supply of FREE Discount Prescription Cards,
- a script,
- your smart phone,
- an e-commerce enable website,
- An Rx Card Activation Screen shortcut to place on your smart phone and
- a Training Manual

...all of which we provide for you, except the phone. Be sure to go through the training manual in detail and to memorize the script. The initial supply of 24 cards are at no cost to you and you may order additional packs of 25 for only \$6.00. Always keep a supply on hand and make them work for you.

Good Luck!

Dennis Bloom
Chairman and Chief Executive Officer

Daniel Bloom
President and Chief Operating Officer

TRAINING MANUAL

FREE Discount Prescription Card Prospecting System

IMPLEMENTATION:

This prospecting system is based on you, the Benefit Consultant, handing out AmeriPlan Health FREE Discount Prescription Cards. When handing out the cards, you will stress the savings of up to 80% on all prescriptions and the fact that for each prescription filled with this card, a donation will be made to a children's charity to help critically ill children.

GETTING STARTED:

You must go to: <https://ameriplanopportunity.com/home/freerxprospecting> and enroll in the FREE Discount Prescription Card Prospecting System Program. All you need is your Benefit Consultant number and your cell phone number. Once you enroll you will receive an email and text message with your unique Prescription Card activation link and a link to order additional Prescription Cards. This will activate your tracking and communications that will be in your AmeriPlan back office.

This will provide you with an Rx Card Activation Screen shortcut and instructions for placing the FREE Discount Rx Card Activation Screen on your Smart Phone. Make sure that you do this at once, since it is the engine that makes this system work. You may also want to go to your back-office to check out the FREE Discount Prescription Card Prospecting System site for more information.

Make sure that you have studied and memorized the script that follows and use the cards daily for prospecting. Also be sure that you order a sufficient number of cards to keep yourself supplied. An order form is on the System website.

Script: Here is the script to follow:

FREE DISCOUNT PRESCRIPTION CARD SCRIPT

HI MY NAME IS _____, I AM WITH A LOCAL HEALTHCARE COMPANY AND WE ARE RAISING MONEY TO HELP A CHILDREN'S CHARITY.

DO YOU BELIEVE HELPING CRITICALLY ILL CHILDREN IN OUR COMMUNITY IS A WORTHY CAUSE?

(WAIT FOR POSITIVE RESPONSE)

MY COMPANY, AMERIPLAN HEALTH, IS PARTNERING WITH A CHILDREN'S CHARITY TO HELP CRITICALLY ILL CHILDREN IN OUR COMMUNITY BY GIVING OUT, ABSOLUTELY FREE, DISCOUNT PRESCRIPTION CARDS THAT CAN BE USED AT OVER 60,000 PHARMACIES. THESE INCLUDE ALL NATIONAL CHAINS SUCH AS WALMART, CVS AND WALGREENS ALONG WITH THOUSANDS OF LOCAL PHARMACIES NATIONWIDE. EVERY TIME YOU OR ANYONE IN YOUR HOUSEHOLD USES THE CARD TO GET A PRESCRIPTION FILLED, YOU WILL SAVE UP TO

80% ON EACH PRESCRIPTION. ALSO, WITH EACH PRESCRIPTION FILLED, AMERIPLAN HEALTH WILL MAKE A DONATION TO A CHILDREN'S CHARITY ON YOUR BEHALF. NOT ONLY WILL YOU BE GETTING GREAT SAVINGS ON ALL PRESCRIPTIONS, BUT YOU WILL ALSO BE HELPING CRITICALLY ILL CHILDREN IN OUR COMMUNITY. MAY I GIVE YOU A FREE DISCOUNT PRESCRIPTION CARD? MAY I?

(IMMEDIATELY HAND THEM THE CARD AND SAY)

GREAT, IN ORDER TO ACTIVATE YOUR FREE DISCOUNT PRESCRIPTION CARD, I WILL NEED YOU TO PUT YOUR NAME AND CELL PHONE NUMBER IN THIS ACTIVATION FORM ON MY CELL PHONE, THANKS.

(IMMEDIATELY HAND THE PERSON YOUR CELL PHONE WITH THE ACTIVATION SCREEN SHOWING)

RESPONSE: I ALREADY HAVE A PRESCRIPTION CARD

REBUTTAL: GREAT, BUT I'M SURE YOUR CARD DOES NOT MAKE A DONATION TO A CHILDREN'S CHARITY. MANY PEOPLE ALREADY HAVE A PRESCRIPTION CARD; HOWEVER, OUR FREE DISCOUNT PRESCRIPTION CARD MAY SAVE YOU MORE MONEY THAN YOUR OUT OF POCKET CO-PAY. SO, IT'S OK TO HAVE THE PHARMACIST RUN BOTH AND SEE WHICH ONE SAVES YOU THE MOST MONEY...OK?. MAY I GIVE YOU A FREE DISCOUNT PRESCRIPTION CARD?_____

RESPONSE: I DON'T HAVE HEALTH INSURANCE

REBUTTAL: GREAT! THEN YOU ARE GOING TO LOVE THIS FREE DISCOUNT PRESCRIPTION CARD SINCE IT WILL SAVE YOU AND YOUR HOUSEHOLD UP TO 80% ON ALL YOUR PRESCRIPTION DRUGS. AND ALSO MAKE A DONATION ON YOUR BEHALF TO A CHILDREN'S CHARITY.

MAY I GIVE YOU A FREE PRESCRIPTION CARD?

THE PROCESS:

- Memorize and use the script
- You must obtain the name and mobile phone number of your prospect that is receiving the card to be entered on the Rx Card Activation Screen on your smart phone.
- Activate their card on your Smart Phone Rx Card activation screen by clicking on the “To Activate” button.

We recommend that the script be followed and that the prospect be asked to enter their name and phone number into the Rx Card Activation Screen on your phone. If they are not comfortable doing that, then you can enter that information for the prospect.

Once the prospect’s name and phone number are entered into the Rx Card Activation Screen and the card is activated, a series of actions will occur.

- The prospect will get a text message confirming the activation of their card.
- The prospect will get a text message with a link and downloading instructions if they want to put a virtual card on their smart phone.
- You, the BC, will get an acknowledgement of the activation of the prospects’ card and will get the prospects’ name and phone number.
- The FREE Discount Prescription Card Prospecting System will begin an automatic “drip” text campaign to keep the prospect informed and engaged.
- You will also be kept informed and prompted.
- You will have access to a website with information about the Prospecting System and an order form for ordering more cards.
- Follow-up!!

THE MEMBER PROSPECTING CAMPAIGN:

The FREE Discount Prescription Card Prospecting System consists of a series of text messages that will be sent to recipients of our FREE Discount Prescription Card. When you hand out the FREE Discount Prescription Card you must gather the prospects name and cell phone number. That contact information must be entered into the Rx Card Activation Screen on your smart phone. that will initiate an automated text message campaign on your behalf.

This campaign will work as follows:

- The prospect’s name and cell phone number has been entered into the Rx Activation Screen on your smart phone.
- Text message #1 is sent immediately to the prospect
 - *Hello <prospect’s first name>, this is <BC’s first and last name>, with AmeriPlan Health... Congratulations! Your valuable AmeriPlan Health Discount Prescription Card is now active and ready to be used by you and your entire household. I recommend that you download the card image to your smart phone so it is always there for you...please follow the download instructions below. If you would like to contact me, my name is<name> and my number is <number>. Thank You!*
- Text message #1 is sent to the BC
 - <First name of BC>, The FREE Discount Prescription Card for <name and phone number> has been activated.*

- Text message #2 to prospect. (sent next day)
 - *Hello <prospect's first name> this is <BC's <first and last name> with AmeriPlan Health. Every time you or your household fill a prescription with your AmeriPlan Health Discount Prescription Card you save up to 80% and a donation is made to a children's charity to help critically ill children. Use it!!! If you would like to contact me, my name is<name> and my number is <number>. Thank You!*
 - For more information: link to site (this link will take them to the "Save with Discount Healthcare" site and will expose them to the benefits and the ability to enroll in Deluxe Plus. It is the replicated "Save with Discounted Healthcare" site of the BC that provided the card).
- Text message # 2 is sent to the BC
 - *<First name of BC>. A reminder message has been sent to your prospect, <name of prospect and phone number> explaining the value of using the FREE Discount Prescription Card that you gave them. Keep in touch.*
- Seven days after Text message # 2 - Text message #3 to prospect
 - *Hi, <prospect's first name>, this is <BC's <first and last name> with AmeriPlan Health. Our Telemedicine...It's like having a Doctor in the Family. For total convenience and BIG cost savings, check out the incredible AmeriPlan Health Telemedicine Benefit. Don't forget to use your Discount Prescription Card to save up to 80% on all your household's Prescriptions and generate donations to a children's charity. If you would like to contact me, my name is<name> and my number is <number>. Thank You!*
 - *Get more information: link will take them to a site with marketing information regarding MyTelemedicine, and then link to the "BC's "Save with Discount Healthcare" e-commerce site to enroll.*
- Text message #3 to BC
 - *<BC's first name>. Time to follow-up with <prospect's name and phone number>*
- Five days after Text message #3 to prospect - Text message #4 to prospect
 - *Hello <first name of prospect>, this is <<first and last name of BC> with AmeriPlan Health again. Taking good care of your teeth is much more important than you may realize. Find out why and what you can do about it. Don't forget to use your AmeriPlan Health Discount Prescription Card to save up to 80% on Prescriptions and a children's charity will receive a donation on your behalf. If you would like to contact me, my name is<name> and my number is <number>. Thank You!*
 - Link to message about Oral Health and then link to BCs e-commerce "Save with Discount Healthcare" site.
- Text message #4 to BC
 - *<First Name of BC>. Time to follow-up with <name and phone number>*
- Six days after Text message #4 to prospect - Text message #5 to prospect
 - *Hi <first name of prospect>, <first and last name of BC> with AmeriPlan Health here with some valuable information. AmeriPlan Health's Hospital and Medical Benefits will save you thousands of dollars on your Hospital and Medical Bills. Find out how. Don't forget to use your AmeriPlan Health Discount Prescription Card to save up to 80% on all Prescriptions and a children's charity will receive*

a donation on your behalf. If you would like to contact me, my name is<name> and my number is <number>. Thank You!

- Link to message about the Hospital and Medical Benefits and then to BC's e-commerce "Save with Discount Healthcare" site.
- Text message #5 to BC.
 - *<First name of BC>, Time to follow up with <prospect's name and phone number>*
- Seven days after Text Message #5 to prospect- Text Message #6 to prospect
 - *Hi! <first name of prospect>, this is <first and last name of BC>, with AmeriPlan Health. Are you and your household saving up to 80% by making good use of your AmeriPlan Health Discount Prescription Card. Are you helping critically ill children with donations on your behalf to a children's charity by using your Prescription Card. I will be calling to make sure that you understand how to best use your program. If you would like to contact me, my name is<name> and my number is <number>. Thank You!*
 - Link to the BC's "Save With Discount Healthcare enrollment page.
- Text message #6 to BC
 - *<first name of BC>, <first and last name of prospect> has received another text from you encouraging the use of the Discount Prescription Card and to contact you if they have any questions.*
- One day after Text message #6 to prospect. Text Message #7 to BC
 - *BC is to call the prospect.*
 - Text message to BC
 - *<first name of BC>, Make sure that you call <first and last name of prospect with phone number> to see that all questions have been answered and the program is understood, and enroll them into a plan.*