



CELEBRATION SEASON

#SOARAHEAD

Join us in delivering health & wealth oriented solutions, offers, access & rewards to increase sales



and lower acquisition costs while passing savings on to our participants to help everyone #SOARAHEAD.

KEYS TO PARTICIPATE

1. **Provide participants a deal greater than they can obtain on their own or from a similar program**
2. **Share revenue or sponsor promotions to off-set communication costs**
3. **Remain profitable to create a mutually beneficial long-term relationship**

CONNECT FOR YOUR BENEFIT™

The first step to promoting your business is to become a member yourself. Join today as a charter member to help us share and grow content so we can all #SOARAHEAD.



MISSION

From the first day of Fall through New Years Day content celebrates the holidays and accomplishments to help everyone finish the year strong.

BENEFIT FOCUS

SOAR Ahead is delivered through workplaces focused on the following during this period:

1. Participate in benefit enrollment
2. Seek supplemental coverage
3. Update personal info and withholdings

PRINT DROP 9/20

Reserve your spot by 8/1 to be included in next season's SOAR Ahead magazine and other groups' printed materials for this period.

Now accepting content for immediate delivery online to charter members.

OCTOBER

Money Focus: **Health Insurance**
Health Focus: **Cancer Awareness**



Auto sales, basketball, camping, Columbus Day, costumes, greeting cards, Halloween, harvest events, hockey, jeans, MLB playoffs, pharmacies

NOVEMBER

Money Focus: **Online & Local Retailers**
Health Focus: **Diabetes Awareness**



Air conditioners, appliances, Black Friday, cameras, Cyber Monday, election, electronics, games, gifts, kitchenware, online retailers, televisions, Thanksgiving, tools, toys, Veteran's Day

DECEMBER

Money Focus: **Identity Theft**
Health Focus: **Depression**



Christmas, gifts, holiday decorations, holiday events, local retailers, New Years Eve

SEASONAL FOCUS



PLANNING: Help people set and reach financial goals



EARNING: Maximize earnings from work and investments



SPENDING: Get people the best value for their hard earned money



SAVING: Increase savings and financial stability



SECURING: Secure personal information and accounts while properly insuring participants, their family, and their assets



SCORING: Optimize credit scores to reduce the cost of borrowing and help people get and keep jobs



NEED: Optimize access to high-quality, cost effective primary care and reduce the costs of specialty care



WELL-BEING: A-N-S-W-E-R-Oriented: Activity, Nutrition, Safety, Wisdom, Emotion, and Rest



STATUS: Better enable participants to track and view their personal health status including blood-pressure, cholesterol, activity, claims, and more



ENVIRONMENT: Match offerings to environments while customizing content, activities, incentives, and more