



“ I've got things to think about *other than Medicare coverage*, like waiting 30 minutes after eating before doing laps. ”

Mr. Sample A. Sample
1234 Any Street
Anytown, USA 10000



Get your free Information Kit now.

“ To think I was worried about all the changes in Medicare HMO's. ”

With all the great benefits from Senior Advantage, choosing Kaiser Permanente as your Medicare provider is a no-brainer.



Mr. Sample A. Sample
1234 Any Street
Anytown, USA 10000

Dear Mr. Sample,

Now that you're retired, you've got better things to do than sit around worrying about Medicare plan changes. It will ease your mind to know that for over 60 years now Kaiser Permanente has been providing experience, choice, convenience and quality health care to thousands of Californians.

Quality that's hands on.

With our reputation for quality health care, many doctors come to us from top-rated medical schools like Harvard, Yale and Stanford. We have such high standards that only 1 in 9 doctors who apply to Kaiser Permanente is actually accepted. So you can rest assured you'll receive the treatment you need from qualified professionals.

Quality you can feel.

Kaiser Permanente has state-of-the-art medical centers that house all your health care needs in one place. That means no more driving around to doctor appointments, diagnostic/lab services, and even the pharmacist. Another time saver is that we've created a central database with your vital information on it. This gives our medical staff access to the proper information they need to provide you with the correct care you need. It's innovative thinking like this that makes such a big difference.

(over, please)

Get your FREE Information Kit.

Return this card or call 1-800-000-0000 (TTY: 1-800-777-1370).

Mr. Sample A. Sample
123 Any Street
Any Town, USA 10000

Send my free information kit. Please call me to schedule an in-home visit.

Telephone: () The best time to call is: AM/PM

E-mail: _____

A Senior Advantage sales representative may call or e-mail.

I'm not interested right now; contact me in a few months.
 I'm a Kaiser Permanente member. I have Medicare Parts A and B.

Kaiser Permanente Senior Advantage direct marketing campaign envelope, letter and brochure.



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“ To think I was worried about all the changes in Medicare HMO's. I've got other things to think about, like drinking 8 of these a day. ”



KAISER PERMANENTE
Senior Advantage

“ I don't have to worry about my Medicare coverage, I've got Kaiser Permanente Senior Advantage. ”



“They treat me like a real person.”

At Kaiser Permanente we put patient care first and we encourage all our members to actively participate in their own care. Your personal physicians get to know your medical needs by working closely with you. Because, you and your team of medical professionals are going to be the ones making decisions about your care.

“I've got great doctors.”

We have very high standards for our physicians and our medical staff; in fact, only 1 in 9 doctors who apply to Kaiser Permanente is accepted. Many of our doctors have graduated from top medical schools like Harvard, Yale, UCLA and Stanford. It's no surprise then that our doctors teach at universities, head up residency programs and are published in leading medical journals. So rest assured you'll get the quality care you want.

“I get all the care I need in one place.”

For your convenience, at most of our medical facilities the physicians, pharmacists, optometrists, X-ray and laboratory services are all located in one place. Even your records are centrally located, so all the people who care for you have the same information. This is truly integrated care.

“They're there for me when I need them.”

With the world changing so fast, it's hard to keep up with what's going on. Kaiser Permanente is there to answer your call. We sponsor health care talks, special events and activities right in your neighborhood. We also hold Senior

Advantage seminars which answer questions about how our plan works and how to take advantage of all the great benefits that our Medicare plan offers.

The Senior Advantage difference:



- Providing quality care since 1939
- Highly qualified doctors and medical staff
- Decisions are made by you and your doctor
- State-of-the-art medical centers