



Marketing Data Selection

Date _____

For each data marketing criteria, please circle around a criteria range or mark with an X on an individual data point.

Carriers to align to strategy

Wellcare

UnitedHealth

Simply

Preferred Medicare Market

Fully Dual Eligible

Partial Dual Eligible

Regular Medicare A&B

SNP'S Chronic Illness

MA Only

Prospect Income Level

Less than \$ 20,000

\$ 25,000

\$ 50,000

\$ 100,000

More than \$ 250,000

Zip Codes

Radius Around a Zip Code

Zip Code _____

1 Mile

2 Miles

5 Miles

10 Miles

50 + Miles

Assigned Center

Medical Center Name _____

Med. Center Code _____