

**Email 1 Audience: Clients who have Medicare coverage, but do NOT have dental coverage**

**Subject line:** Consider Adding Ameritas Dental to Your Medicare Coverage

**Body:**

Open enrollment is here! Please review your current benefits closely and make any desired changes for the upcoming benefit year. As a Medicare member, you already know most dental is not covered under Medicare, and dental costs can easily skyrocket without insurance.

Do you have dental insurance? Are you happy with your provider?

Consider adding Ameritas dental insurance to supplement your Medicare coverage. Ameritas is a dental carrier who has designed dental plans with you in mind. They're the perfect supplement to Medicare! Dental care is especially important as we age, and having dental insurance makes that care accessible and affordable.

[This graphic](#) outlines five reasons to consider adding Ameritas dental coverage to your Medicare plan. I think you'll find it interesting!

If you have any questions, please reach out to me directly. I'm here to help!

Kind regards,

< YOUR NAME HERE >

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**Email 2 Audience: Clients who do NOT have Medicare coverage OR dental coverage**

**Subject line:** Open Enrollment is Here. Have You Considered Dental Insurance?

**Body:**

Open enrollment is here! When enrolling in Medicare, consider also enrolling in a supplemental dental plan.

Medicare is a great plan for most of your health needs. But despite oral health's big impact on our overall health, most dental care is not covered under Medicare. Dental needs changes as we age, and that can lead to high out-of-pocket costs. A supplemental dental policy is your key to great coverage.

[This graphic](#) outlines a few reasons to consider adding Ameritas dental coverage to your Medicare plan. I think you'll find it interesting!

If you have any questions, please reach out to me directly. I'm here to help!

Kind regards,

< YOUR NAME HERE >