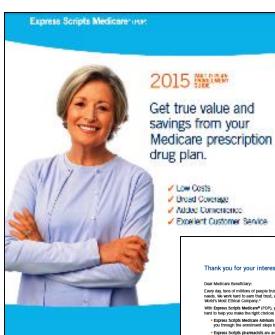
# Peggy Gavan Portfolio for Medco and Express Scripts



- □Develop Concepts
- □Write Copy
- □Provide Design Feedback

### Express Scripts Medicare (PDP) 2015 Open Enrollment Campaign

- Generated 30,000+ calls 119% increase over 2014
- Incorporating cover letter within brochure saved \$5K in printing costs



WHISE PROSPECT ANDRESS

Enrollment Kit: 8-page brochure with plan details and application





### It's Part D Time! 2015 Insurance Broker Training Session and Ice Cream Party

Generated ~ 6,200 enrollments (37% increase over 2014)

Tabletop materials for broker training and ice cream social





EXPRESS SCRIPTS\*

a Medicare prescription drug plan.

in their plan comparisons.

Be sure to include Express Scripts Medicare® (PDP)

### It's Part D Time! Open Enrollment Employee Referral Campaign

Invitation desk drop with inflated balloon attached





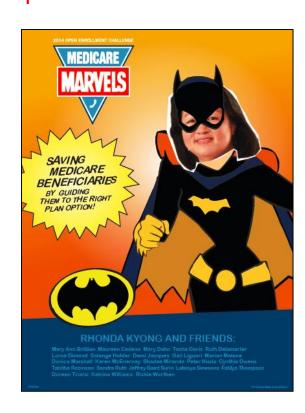
Posters for cafeteria and employee kitchen areas



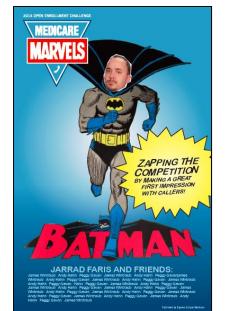
### Customer Service Motivational Campaign for 2015 Open Enrollment

Posters, letters, masks, and capes for call centers to motivate reps









### 2012 and 2013 Employee Referral Campaigns – Posters and Door-Hangers





medco.

### It's time to talk to your parents about drugs.



Tell your eligible family and friends about the Medco Medicare Prescription Plan® today!

Did you know Medco offers a choice of 3 great Medicare Part D plans with the level of coverage and service your loved ones deserve?

- \$0 generics and \$0 deductible options to help them save on drug costs
- Personalized care from specialist pharmacists with expertise in the medications that seniors take most
- Medco Medicare Advisors available 24/7\* to answer their questions
   \*Except Thanksgiving and Christmas

Open Enrollment is now through December 31, 2009.

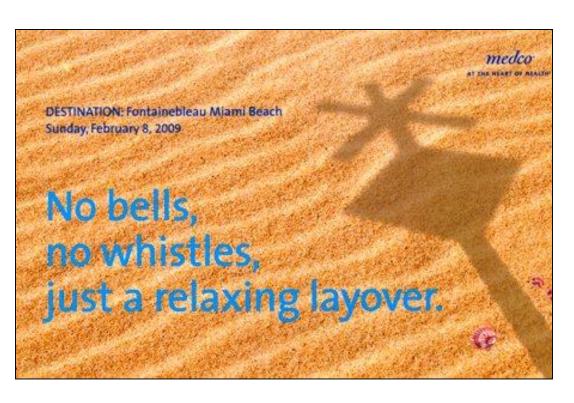
Call 1-800-758-4531 or visit www.medcomedicare.com

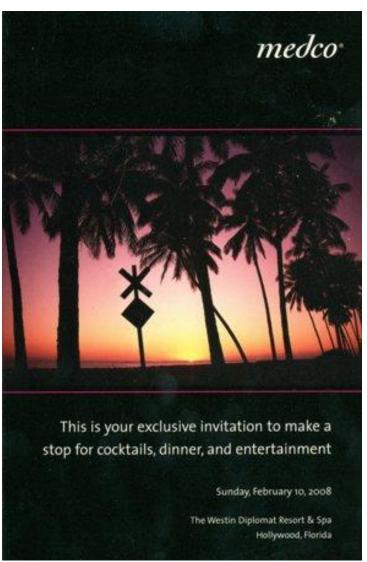
and click E-mail this website to a friend



- □Develop Concepts
- □Write Copy
- Collaborate with Graphic Designers

### Reception Invitations for Railway Labor Organizations Conference

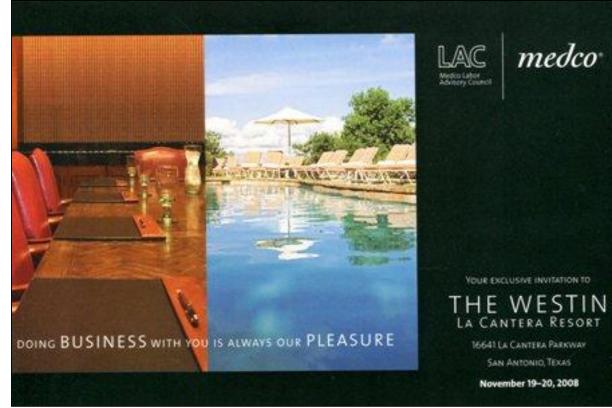




### Trade Show Cocktail Reception and Corporate Golf Outing Invitations



Print and e-mail versions



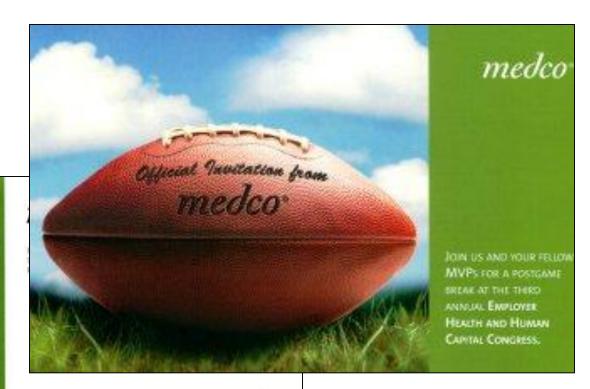
Take a timeout at the cocktail bar and tackle the munchies with traditional tailgate fare. Or huddle at the big-screen TV to watch some great moments in Super Bowl history. And don't pass up the chance to win a football autographed by Tom Brady.\*

THURSDAY, JANUARY 31, 2008 Omni Shoreham Hotel Hospitality Suite 525

Kickoff: 8:00 p.m. Two-Minute Warning: 10:58 p.m.

R.S.V.P. by January 18, 2007, to teresa\_cirillo@medco.com.

Westerness and the process in your Western to construct at continuous of words.





Considered one of America's most cherished seaside resorts, The Del was opened in February 1888 and designated a National Historic Landmark in 1977. The hotel has played host to numerous celebrities and dignitaries, including Greta Garbo, Charles Lindbergh, and England's Prince of Wales. Its Queen Anne architecture provided the inspiration backcop for the 1998 comedy classic Some Like It Hot, starring Marilyn Monnoe, Tony Curtis and Jack Lemmon.

Having a wonderful time — hope you'll join us for cocktails when you arrive for the 2008 Emplayee Health Conference. We'll be at the Vista Walk, just steps away from where Marilyn Monroe frolicked on the beach.

2008 Employee Health Conference Cocktail Reception Wednesday, March 12, 2008 5:00 in the evening Vista Walk Hotel del Coronado, Coronado, Califomia

Please R.S.V.P. by February 29, 2008, to betty\_lyons@medco.com. Space is limited and will be allocated on a first-come, first-served basis.

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<<First name>> <<Last name>>
<<Title>>
<<Company>>
<<Address line one>>
<<Address line two>>
<<City>> <<State>> <<Zip>>>

### Trade Show Ads and Posters





### Corporate Sponsorship Booster Ads



IS MUSIC TO OUR EARS

Medco is proud to celebrate "The Heart of Rock & Roll" with you and the American Heart Association.

When it comes to helping Americans live longer, healthier lives, we're all in tune together.



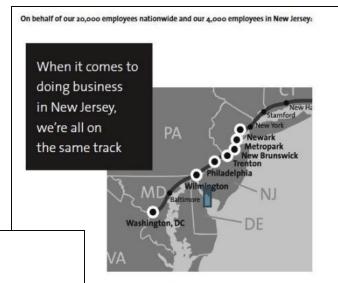
Celebrating a healthier future in a city reborn



Medco proudly supports the 2008 "Heart Ball" and the American Heart Association

We're honored to join you in celebrating this year's theme, "Heart of the City," in recognition of everyone who's working to raise awareness of heart disease. Through your continued drive and vision, significant steps are being taken to reduce heart disease and stroke. By helping people lead longer, healthier lives, you're at the heart of your city's remarkable rebirth.

medco.



Medco proudly supports the 73rd Annual Walk to Washington and Congressional Dinner. As the pharmacy benefit manager for the State of New Jersey and a leading employer headquartered in the Garden State, we wish the NJ Chamber of Commerce and our Congressional delegation continued success in advocating economic prosperity and a vibrant business environment.





- □Collaborate with Marketing Teams and Graphic Designers
- □Write Copy



#### Welcome Kit for Health Plan Client

It's easy to get started with home delivery. Sign up online or use the enclosed order form.

To start using home delivery, sign in at www.highmankblueshield.com, click on "Fill Rot" and choose which of your long-term drugs you want us to deliver to your home. With your permission, we'll contact your doctor so you won't have to do any extra paperwork.

Brochure and letter to encourage new members to use home delivery pharmacy services

#### Client satisfaction helped secure a new three-year contract





With home delivery, you could save money and time.

We'd like you to know that Highmank has chosen Express Scripts to manage your Medicare prescription drug benefit starting January 1, 2015. Express Scripts delivers quality prescription drug coverage, pharmacy services and cost aswings to millions of Americans.

You'll have peace of mind, knowing that your prescription needs are being covered by experienced pharmacists and professional Medicare advisors who are always available by phone to arower any questions you may have. Our partnership with Express Scripts also offers your

EXPRESS SCRIPTS\*

Introducing Express Scripts. Your new prescription drug

benefit manager.

- · Convenience and potential savings with home delivery from
- the Express Scripts Pharmacy
- · Access to a large network of retail pharmacies
- . Pharmacists available 24/7 to answer your medication questions
- · Personal medication review available for members who qualify

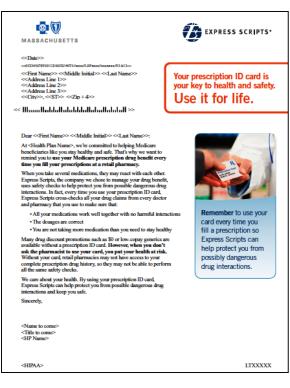
Trials you reced to 0. Please read the enclosed brochure, which explains the many benefits of home delivery. If you'd like to get started, just cal 1.400.550.8722 or complete the included mail-order form. Also, please complete the enclosed allergy questionnaire so that we can better understand your medication needs and watch for potentially harmful drug interactions.

#### If you have questions

If you have any questions regarding your new pharmacy benefits or the forms mentioned above, please call 1-800-550-8722 Menday through Sunday, 8:00 a.m. to 8:00 p.m., Eastern Time. TTY: 711. You can also log on to www.highmashbasehield.com

### Letters and Direct Mail Pieces to Help Members Utilize Their Rx Benefits





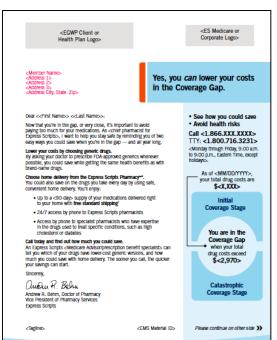


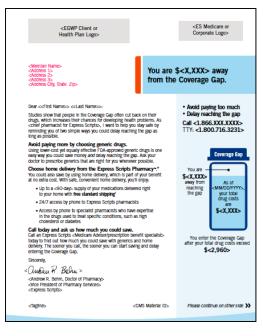
### Targeted Alert Direct Mail Campaign for Medicare Part D Members

Choice Education Brochure
3.8% retail to mail conversion rate

Coverage Gap Alert Letters
7.6% retail to mail conversion rate







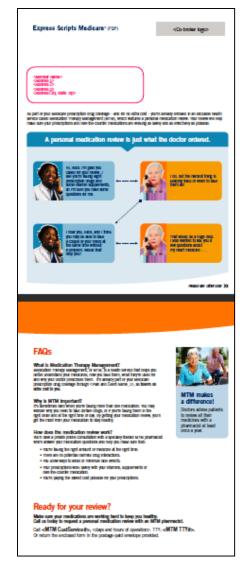
### Online Guide to Drive Web Traffic to Medicare.com



### Member Communications That Apply Health Literacy Best Practices



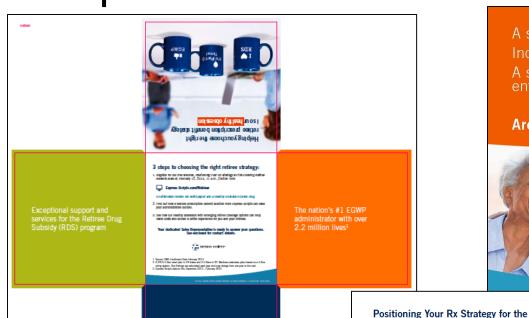




# B2B Sales Collateral

- □Develop and Present Concepts
- □Write Copy
- □Provide Design Feedback

## "Healthy Obsessions" Lead-Gen DM Campaign ron-Cross Mailer, Webinar Invitation Insert, and Mug



sug as wice excellence

plan rated 4 Stars for quality

A national Medicare Part D



#### Evolving Retiree Benefits Market There's never been a more critical time to re-evaluate your

There's never been a more critical time to re-evaluate your retiree prescription benefits strategy. Our industry experts have a healthy obsession with emerging coverage options and the expertise to help you meet your retiree commitments now and for years to come.

#### <First Name>, join us for our free webinar on February 12 at 11 a.m., Central Time:

- . Discover where the future of retiree benefits is headed
- . Understand your options and how they affect both retirees and your bottom line
- · Learn how marketplace dynamics can influence your choices

#### >> Space is limited. Register today!

#### Go to Express-Scripts.com/Webinar

For questions or to arrange a meeting, please contact your Sales Representative:

<First Name> <Last Name> <Email>







#### **Product Implementation Guides**

Comprehensive implementation guides for clients



Updated annually to reflect new CMS guidance



#### Government Solutions Sales Collateral





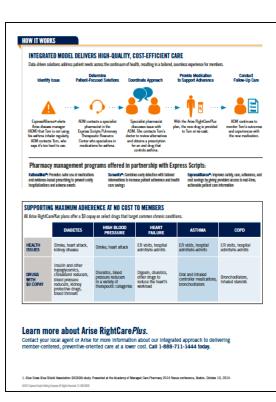


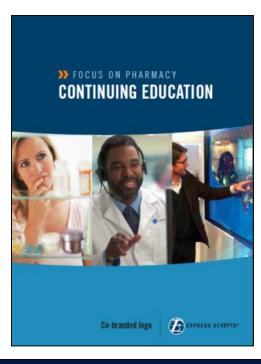




#### Collateral for Health Plan Sales Teams











Fact sheets, case studies, white papers, webinar ads, and brochures result in 16 net-new clients and 70% client conversion









# Client Holiday Card



In this season, we are reminded that there is great joy in doing the work of angels.

