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## Group Membership Association Division



As a New York Life Group Membership client, we want to extend regular content and tips for your use in marketing campaigns to your members. We hope you find these updates helpful.

### Featured Content:

#### Underwriting Guide: What to Expect

Getting a member in the door is one thing but trying to explain what happens after application intake is another. Rest easy with this comprehensive "What to Expect" guide that explains what happens next from underwriting to acceptance of a policy. **Contact your Account Manager for your customized copy.**



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### Industry Article:

#### Content that matters

1. Avoid "batch and blast" generic messaging.
2. Get real. Answer the *real* questions.
3. Apply science to it. Know the latest techniques.

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### Product Highlight: Hospital Indemnity Insurance Plan

Help your members understand this supplemental health benefit with this eye-catching article.

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Visit the Client Resources page at <http://www.newyorklife.com/groupmembership/clientresources>

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