

#12 Empire

Subject lines:

5% discount is waiting



**When clients
bundle up,
they can save
a cool 5%.**

Empire gives your customers
big savings. New products.
And no waiting periods.



Dear [Personalized],

With Empire, customers can get a 5% discount on dental, vision and life coverage when new dental is purchased with ~~vision and/or life.~~

You'll find there are new products with our Dental Essential Choice PPO Plans. Better yet, there are no waiting periods on employer-sponsored dental plans. Plus, Anthem offers pricing protection with a 24-month rate guarantee.

Check out the attached material and find out all the ways we can help you help your customers. If you have questions, please call me at XXX-XXX-XXXX or email me. I'm here for you.

Best,

Anthem Representative
Title