

# Sean Maroney

301 Westlind Road, Syracuse, New York 13219

**315.427.6750**

Email: [zetazot@gmail.com](mailto:zetazot@gmail.com)

LinkIn: [Click Here](#)

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## Highlights

- Over fifteen years experience in professional design including agency and freelance work
- Experienced in the print production process and working with print vendors
- Location scouting and photography direction
- Led brand refresh of Ferris marketing material and on-product branding
- Assisted with rebranding of Snapper Pro
- Established brand standards for the EarQ Group

## Skills

- Adobe Creative Suite
- Microsoft Office
- Various Content Management Systems
- Adobe Acrobat
- PitStop Pro
- Preps Imposition Software
- Constant Contact/Email Marketing Solutions
- Various FTP Clients

## Education

Bachelor of Science (Majoring in Fine Arts)  
Cazenovia College, Cazenovia, NY

## Community Service & Awards

Eagle Scout  
Boy Scouts of America, Finger Lakes Council

## Professional Experience

### Senior Graphic Designer/Prepress Specialist

Seaboard Graphics, East Syracuse, New York

2018 – Present

- Design for a broad spectrum of local and regional clients in a fast-paced in-house Creative Services department which includes print, oversized print, trade show, apparel and promotional items
- Update internal marketing and promotional materials
- Prepare projects for final release to in-house production teams and various vendors
- Work with PitStop Pro and Preps to prepress files and create impositions for digital and off-set printing
- Operate Xerox Versant Digital Press and Kodak Magnus Platesetter

### Graphic Designer II

Briggs & Stratton Corporation, Munnsville, New York

2011 – 2018

- Led the Ferris brand refresh, which included printed marketing materials, website graphics, and on-product branding for North American, European, and Australian markets
- Participated in the conception and execution of the Snapper Pro rebranding
- Art directed as well as coordinated and supervised photography of products
- Maintained and provided graphics and marketing resources in numerous content management systems for corporate and dealer use
- Designed trade show banners and coordinated tradeshow booth layout with sales team
- Obtained quotes for numerous in-house projects

### Senior Graphic Designer

EarQ Group, Syracuse, New York

2008 – 2011

- Managed Design Staff in the completion of projects
- Created and enforced the EarQ Group's brand standards
- Conceptualized and finalized print advertisements for a variety of publications
- Prepared and managed company e-mail communications using Constant Contact
- Designed trade show displays and coordinated booth layouts
- Created logo and other corporate identity materials for clients and internal-clients
- Performed necessary alterations to client provided files
- Responsible for pre-flighting and preparing files for production

### Production Artist

DMW Worldwide — A Direct Marketing Agency, Wayne, Pennsylvania

2005 – 2008

- Accurately executed design projects and made client changes to existing layouts
- Researched, retouched and color corrected images and logos
- Created PowerPoint presentations, presentation boards, and three-dimensional compositions for presentations to clients
- Prepared projects for final release to the print production team

### Freelance Designer

1995 – Present

- Designed and managed brand development and promotion for a number of small to mid-sized business clients
- Updated marketing, collateral, and other promotional materials for clients

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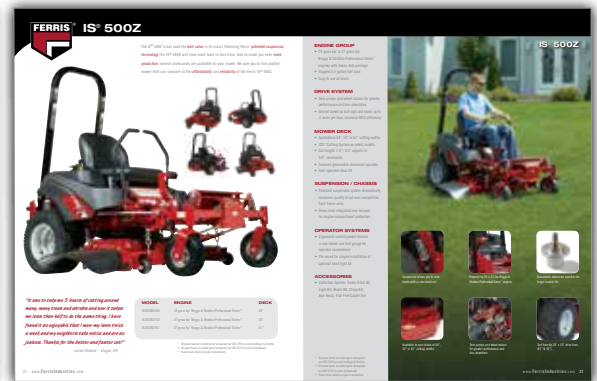
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## Briggs & Stratton



↑ Sample of Full-line Catalog before brand refresh



### ↔ Brand Refresh Full-line Catalog.

- Incremental changes to the Visual Brand Language and Brand Standards kept the brand fresh
- Register trademark was moved inside of logo to make it background independent compared to the older logo than needed a version for light backgrounds and another for dark (This also helped to significantly reduce costs on the decals applied to the mowers.)
- Use of wide angle photography was introduced to emphasize the power and size of the mowers even more than the low angle photography in prior catalogs
- Layout given a more angular look to distance the look from the new Snapper Pro catalog (shown later in portfolio)





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## Briggs & Stratton

### →↓ Australian Ferris Full-line Catalog.

- Prior Australian catalogs were not properly aligned with the current North American Visual Brand Language and Brand Standards. They normally lagged a couple of years behind domestic marketing material. This project, done during the summer of 2016, refreshed the Australian catalog to the current look for North American material.
- Pages from the North American catalog were adapted to Australian/ European paper sizes
- Australian photography was used when possible due to a difference in background vegetation



### Accessories & Attachments



#### Mulch Kit

Select kits include dedicated mulching blades, baffles, hardware and instruction sheet.



#### Trailer Hitch Kit

Will accept a 1/2" shank ball and comes complete with hardware.



#### Light Kit

Select models are pre-wired for simple installation.



#### Flat-Free Caster Tyres

Run all day with no flats. Standard on select models.



#### Armrests

Add these foldable armrests for increased riding comfort on IS<sup>®</sup> 600Z.



#### Suspension Seat

Suspension seat for optimal comfort. Select models.



#### Premium Seat

High quality adjustable seat features red trim with adjustable armrests for added comfort. Select models.



#### Suspension Seat Insert

Add this to the premium seat for increased comfort.



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### Warranty Information



#### 2+2 YEAR LIMITED WARRANTY

Each customer has different needs, so Ferris created the 2+2 Year limited warranty. One simple warranty covers all our IS<sup>®</sup> Series ride-on mowers for four years (48 months) or 500 hours, whichever occurs first. During the first two years (24 months), the mower is covered for unlimited hours. Belts, tyres, brake pads, battery and blades are covered for 90 days.

#### IS Series<sup>®</sup> Warranty

#### 4-YEAR LIMITED SUSPENSION WARRANTY

#### IS Series<sup>®</sup> Suspension Warranty

All consumers who purchased a Ferris IS<sup>®</sup> Series riding mower with suspension will have the coil over shocks and all suspension-related components covered for 4 years (48 months), unlimited hours. This warranty works in conjunction with the Ferris 2+2 commercial warranty to add an additional two years unlimited hours to the unit's suspension system. We are committed to providing performance, productivity and durability.

\*See operator's manual or dealer for complete warranty details. Refer to engine operator's manual for engine warranty details. Excludes 160Z model.

Warranty Information | 28

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## Briggs & Stratton



↑ Sample of Full-line Catalog before rebranding



### ↔ Rebranded Snapper Pro Full-line Catalog.

- Logo aligned with sister brand for Snapper residential mowers (not shown)
- Brand color palette changed to give a more commercial/industrial feel
- Design and photography style changed to create a cleaner, more accessible open look throughout catalog





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## Briggs & Stratton



↔ Trade show displays, banners, and on-equipment marketing materials used at the 2017 GIE+EXPO trade show for outdoor power equipment.

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## Briggs & Stratton



**FERRIS**

**Innovative Productivity™**

At Ferris®, we provide commercial landscaping equipment that helps you work faster, while accomplishing more with greater ease. We do this through our industry-leading innovation, uncompromising performance and quality.

**Suspension Technology**

Ferris Mowers with patented suspension technology will give you a noticeable improvement in your mowing productivity.

**Advanced Cutting**

The ICD™ Cutting System was engineered to produce the best possible cut in a multitude of conditions. The deck design and extra wide discharge opening allow for a more even and greater dispersal of clippings.

**60% Oil Maintenance Savings\***

A first-of-its-kind solution for the commercial turf market, the Oil Guard system offers major productivity gains by allowing you to operate your mower for 500 hours between oil changes and save 60% on Oil maintenance per season per unit.\*

\*Cost savings based on standard oil maintenance with 100 hour interval versus Oil Guard System 500 hour service interval. Available on select models.

**iCD™ CUTTING SYSTEM**

**OIL GUARD SYSTEM™**

[www.FerrisMowers.com](http://www.FerrisMowers.com)



**FERRIS**

Innovative Productivity™

**SAVE 60% ON OIL MAINTENANCE PER SEASON PER UNIT\***

Ferris® Commercial Mowers with the new Vanguard™ Oil Guard System raise the bar on how productive a landscape contractor can be on any given day. A first-of-its-kind solution for the commercial turf market, Ferris mowers with the Oil Guard system offer major productivity gains by allowing landscape contractors to operate their mower for **500** hours between oil changes.

**OIL GUARD SYSTEM™**

**Less time spent changing the oil and more time cutting!**

The Vanguard™ Oil Guard System is available on these Ferris® mowers:

IS® 3200Z	IS® 2100Z	F320Z	F210Z	SRS® Z2	FW35
Vanguard™ BIG BLOCK™ EFI	Vanguard™ 810 EFI	Vanguard™ BIG BLOCK™ EFI	Vanguard™ 810 EFI	Vanguard™ 810 EFI	Vanguard™ 810 EFI

Start Enhancing Your Productivity Today! Visit: [Ferrismowers.com](http://Ferrismowers.com) to locate a dealer near you.

\*Cost savings based on standard oil maintenance with 100 hour interval versus Oil Guard 500 hour service interval.

↔ Various trade publications ads



**FERRIS**

**Step up to Productivity**

**36-72" ICD™ Cutting System**

**4-Year Limited Suspension Warranty**

\*See operator's manual for complete warranty details

↑ Web graphics, including static jpegs and animated gifs.



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## EarQ Group



↑ Die-cut Brochure Front



← Die-cut Brochure Outside



↑ Die-cut Brochure Inside

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## EarQ Group

**CALL NOW!**

**FREE TRIAL EVENT**  
Reservations Required. Space is Limited!  
**FREE!** **30-Day Evaluation Period\***  
of the newest hearing technology  
3656 The Park, Cortland  
(Tompkins Street, Route 13)  
**EarQ (607) 758-3890**

**Join Us** for a free trial event!  
**FREE** 30-day evaluation period\*  
of the latest hearing technology.

**Having trouble hearing?**

**You are Invited!**

**EarQ**  
3656 The Park  
Cortland, New York 13045

**Hear what the experts have to say!**



**Free Trial Event!**

**April 13th — 15th**

**Call Now!**

- Free 30-day evaluation period\*
- Complimentary hearing screening & consultation
- Free demonstration\*
- Same-day fittings

Refreshments will be served. Reserve your seat today!  
**Rediscover a Life Rich with Sound!**

Advances are continuously being made in hearing technology. Some of the benefits of today's newest devices include:

- ✓ **Improved Speech Clarity**
- ✓ **Improved Comfort** in Noise
- ✓ Automatic **Connection** to Your Phones and TVs
- ✓ Hybrid Options that Use **Rechargeable** or Regular Batteries



**It sounds so good!**

- Enjoy conversations again
- Hear comfortably wherever you go
- Experience clear and natural sound

At EarQ, we have over 10 years of experience serving patients with hearing health concerns and take pride in providing solutions that can improve the quality of life for the CNY community.  
We strive for 100% patient satisfaction and will take the time needed to answer all of your hearing health questions.

**EarQ** 3656 The Park, Cortland  
(Tompkins Street, Route 13)  
**(607) 758-3890**

Interest-Free Financing Available •  Most Insurances Accepted • We honor **CSEA** benefits  
Call any location for an appointment. Over 1,000 locations nationwide.  
Other locations in Syracuse, DeWitt, Skaneateles, Auburn, Geneva & Watertown.  
\*Offer expires 04/15/10. Some restrictions may apply.

**Space is limited!**

**FREE TRIAL EVENT**  
Reservations Required. Space is Limited!  
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0527-10 NY001

← Roll-over  
Direct Mailer

Hanging Trade show Display →





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## DMW Direct

Who Can Enroll Insert →

→ Gate-fold Brochure

### Who Can Enroll

You are eligible to enroll in Keystone 65 if you are a resident of Bucks, Chester, Delaware, Montgomery, or Philadelphia counties. (Of course, you may travel throughout the United States and still use your Keystone 65 benefits for emergency care or for out-of-area urgent care and renal dialysis services.)

You must be entitled to Medicare Part A and enrolled in Part B. You must continue to pay your Medicare Part A premium (if applicable) and your Medicare Part B premium. If you join Keystone 65, you must receive your Medicare Part D prescription drug coverage through the plan. You will not receive prescription drug coverage if you choose a medical-only option.

The federal government will not allow us to enroll people with End-Stage Renal Disease (ESRD) unless converting from Keystone Health Plan East individual or employer group coverage during your initial coverage election period, or if your current Medicare Advantage plan stops providing coverage in your area. However, should you develop ESRD while enrolled in Keystone 65, you cannot be disenrolled for that reason.

### What to do when your membership begins

On the effective date of your membership, you can put your Medicare card away. If you leave our program for any reason, you will need it again — so keep it in a safe place. Then, start using your Keystone 65 ID card and our network of contracted doctors and hospitals. Except for emergencies, urgently needed care, or out-of-area dialysis services, you must receive all your health care from our extensive network of contracted plan providers. If you use other providers without a referral from your primary care physician, you may be responsible for the costs.



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Broad coverage with low, fixed costs — including a \$0 premium option.  
That's how Keystone 65 is here for you!

#### New plan choices to better fit your needs

When you join Keystone 65, you can choose from our Value, Value Plus, and Standard plans. Inside you'll find a chart that provides a side-by-side comparison of key benefits and features, including monthly plan premiums starting at \$0.

#### Get doctor, hospital, and prescription drug coverage in one easy-to-use plan

If you want to sign up for Medicare Part D prescription drug coverage, join Keystone 65 Value Plus, Keystone 65 Value Plus Rx, or Keystone 65 Standard Rx. There's one enrollment form to complete and one monthly bill. What could be easier?

#### An extensive network of doctors, hospitals, and pharmacies

The goal of every health care provider in our network is to provide the proper care in the right setting for our members. When you join Keystone 65, you choose a primary care physician who becomes your "lead doctor" and coordinates all your medical care. The Keystone 65 network includes over 3,000 primary care physician sites and over 19,000 specialist sites.

#### Live healthy — stay healthy

We're committed to helping you stay healthy. That's why all Keystone 65 plans include benefits for preventive services, most with no copayments required. And, through our Healthy Lifestyle<sup>SM</sup> program, you have access to resources to help keep you healthy — including smoking cessation, weight management, and the Connections<sup>SM</sup> Health Management Program.

#### The SilverSneakers<sup>SM</sup> Fitness Program

When you join Keystone 65 you will receive the SilverSneakers<sup>SM</sup> Fitness Program at no additional cost. Join SilverSneakers and receive free access to amenities such as treadmills, weights, heated pools, and fitness classes that are included with a basic fitness center membership. Visit [www.silversneakers.com](http://www.silversneakers.com) to view lists of over 2,500 participating fitness centers. Once you're enrolled in SilverSneakers you can use any participating location across the nation. Designed for members at all fitness levels, the program promotes better health, greater independence, and a more fulfilling life.

#### Talk to a person, not a plan

Our Medicare members enjoy local, personal service from the friendly, knowledgeable representatives on the phone and out in your communities, you'll find neighbors helping neighbors.

#### A name you can trust

Keystone 65 offers solid coverage, savings, value, convenience, and the security of Independence Blue Cross — the local health insurer that people in this area have relied on for generations ... and that's here for you today.

### QUESTIONS?

Don't hesitate to call. We're here for you!

Call toll-free 1-877-393-6733  
TTY/VO users should call toll-free 1-877-219-5457  
Seven days a week, 8 a.m. to 8 p.m.

This package includes everything you need to join Keystone 65, but we understand that many people feel more comfortable speaking with someone face-to-face before making a decision. If you'd like to meet with one of our sales representatives, consider joining us at a free informational meeting. Or if you prefer, we can come to your home and meet with you one-on-one. Just give us a call and tell us which is most convenient for you.

Keystone 65 is a Medicare Advantage Organization with a Medicare contract. Limitations and restrictions apply. To join Keystone 65, you must be entitled to Medicare Part A, be enrolled in Part B, and live in the service area. The federal government will not allow us to accept people with End-Stage Renal Disease (ESRD) unless converting from Keystone Health Plan East individual or employer group coverage during your initial coverage election period, or if your current plan stops providing coverage in your area. However, should you develop ESRD while a member of Keystone 65, you cannot be disenrolled for that reason. Members must continue to pay Medicare Part A, if applicable, and Part B premiums. If you join Keystone 65, you must receive your Medicare Part D prescription drug coverage through the plan. Formulary drugs are subject to change within a contract year. This will be notified at least 60 days in advance when drugs will be removed from the formulary.

**Benefits, premiums, and cost-sharing may change on January 1, 2009. Please contact Keystone Health Plan East for details. If you have special needs, this document may be available in other formats.** Enrolled members must also use Keystone 65 plan providers except for emergency care situations or for out-of-area urgent care and renal dialysis within the United States. This brochure is not a legal document. The official Medicare Program provisions are contained in the relevant laws, regulations, and rulings.

In most cases, members may enroll in Keystone 65 only during certain times of the year. For more information about enrollment periods, please contact us at 1-877-393-6733 (TTY/VO users should call 1-877-219-5457), seven days a week, 8 a.m. to 8 p.m. Independence Blue Cross and Keystone Health Plan East (KHPE) are independent licensees of the Blue Cross and Blue Shield Association. Benefits underwritten or administered by Keystone Health Plan East.

[www.site65.com](http://www.site65.com)

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### 2008 Benefits and Plan Choices

For Medicare-eligible residents of Bucks, Chester, Delaware, Montgomery, and Philadelphia counties



[www.site65.com](http://www.site65.com)

## Here for you!

### Which Keystone 65 plan is best for you?

Here's a quick comparison of just some of the benefits, depending on the Keystone 65 plan you choose. For more details, see the Summary of Benefits.

Service category	Keystone 65 Plan Choices		
	Keystone 65 Value	Keystone 65 Value Plus	Keystone 65 Standard
Monthly plan premium	Medical only \$0 With Rx: \$20.00	Medical only: \$50.00 With Rx: \$79.60	Medical only: \$87.00 With Rx: \$122.40
Primary care physician visit	\$0 copay	\$10 copay	\$5 copay
Specialist visit	\$40 copay	\$30 copay	\$30 copay
Emergency room	\$50 copay*	\$50 copay*	\$50 copay*
Urgent care	\$100 copay	\$50 copay	\$50 copay
Urgent care	\$0-\$40 copay	\$10-\$30 copay	\$5-\$30 copay
Inpatient hospital	TIER I: \$150/day for days 1-10 (\$1,500 annual maximum)** TIER II: \$300/day for days 1-10 (\$3,000 annual maximum)**	TIER I: \$100/day for days 1-10 (\$1,000 annual maximum)** TIER II: \$200/day for days 1-10 (\$2,000 annual maximum)**	\$175 (per date of service)
Outpatient surgery	\$225 (per date of service)	\$200 (per date of service)	\$175 (per date of service)
Preventive services	\$0 copay for 1 routine physical exam, allergy testing, outpatient lab work, and most cancer screenings	\$0 copay for 1 routine physical exam, allergy testing, outpatient lab work, and most cancer screenings	\$0 copay for 1 routine physical exam, allergy testing, outpatient lab work, and most cancer screenings
Preventive dental	\$15 copay	\$15 copay	\$15 copay
Preventive dental	\$100 reimbursement every 2 years	\$100 reimbursement every 2 years	\$100 reimbursement every 2 years
Eye exam	\$100 reimbursement every 2 years	\$100 reimbursement every 2 years	\$100 reimbursement every 2 years
Hearing aids	Up to \$500 for hearing aids (one aid every 3 years)	Up to \$500 for hearing aids (one aid every 3 years)	Up to \$500 for hearing aids (one aid every 3 years)
Healthy Lifestyle	SilverSneakers <sup>SM</sup> membership, nutritional training, smoking cessation, and more	SilverSneakers <sup>SM</sup> membership, nutritional training, smoking cessation, and more	SilverSneakers <sup>SM</sup> membership, nutritional training, smoking cessation, and more
Prescription drugs	NA with Medical only With Rx: \$300 deductible \$6/generic, \$30/preferred brand, \$50/non-preferred brand drugs up to \$2,420 in total drug costs No coverage in gap (you pay 100%) Once your out-of-pocket costs reach \$4,050 you pay the greater of \$2.25/generic and \$5.60/brand OR 5% coinsurance	NA with Medical only With Rx: NO deductible \$10/generic, \$30/preferred brand, \$50/non-preferred brand drugs up to \$2,350 in total drug costs No coverage in gap (you pay 100%) Once your out-of-pocket costs reach \$4,050 you pay the greater of \$2.25/generic and \$5.60/brand OR 5% coinsurance	NA with Medical only With Rx: NO deductible \$5/generic, \$30/preferred brand, \$50/non-preferred brand drugs up to \$2,510 in total drug costs No coverage in gap (you pay 100%) Once your out-of-pocket costs reach \$4,050 you pay the greater of \$2.25/generic and \$5.60/brand OR 5% coinsurance

\* Copay not required if admitted.

\*\* If you are admitted to a Tier I or Tier II inpatient hospital due to an emergency, you are responsible for the applicable cost-sharing level of that hospital.

### Answers to Questions You May Have About Keystone 65

#### Q. How does Keystone 65 compare with a Medicare supplement?

A. A Keystone 65 plan provides more coverage than a typical Medicare supplement and Original Medicare combined — often at a much lower monthly premium. There's an emphasis on preventive care — with many services covered at no cost to you. What's more, with Keystone 65 you can have added convenience — a plan that includes your medical and your Medicare prescription drug coverage.

#### Q. If I choose a medical-only option, can I join a different Medicare drug plan?

A. No, if you enroll in Keystone 65, you must get Medicare Part D prescription drug coverage through the plan.

#### Q. I travel a lot. What if I have an emergency?

A. You may travel throughout the United States and use your Keystone 65 benefits for emergencies and out-of-area urgent care and renal dialysis.

#### Q. Does Keystone 65 cover dental visits?

A. You'll be eligible for benefits to pay for routine dental exams and cleanings. You're also covered for vision and hearing services — and can get reimbursements for eyewear and hearing aids.

#### Q. How do I know if the medications I take are covered?

A. A formulary — the list of drugs covered by the plan — is included. We've negotiated special prices with drug companies for the medications in our formulary.

#### Q. Why is it important to choose a primary care physician when I enroll?

A. Because Keystone 65 is an HMO managed care plan, all your health care must be provided, arranged, or authorized by your primary care physician. The doctor you select from our extensive network — ensure better-quality care and lessen the likelihood that your medications or treatments conflict.

#### Q. What resources do you have for managing health conditions like asthma?

A. If you have asthma, diabetes, or another chronic condition, you can get the one-on-one support you need to manage your health through Connections<sup>SM</sup> Health Management Programs. You'll have access to a Health Coach you can talk to anytime day or night, seven days a week.

#### Q. Do I have to file claims?

A. Not with our automatic claims filing, there is virtually no paperwork (some services provided outside the Greater Philadelphia region may require minimal paperwork). You simply present your Keystone 65 ID card and we take care of the rest.

#### Q. I have another company's Medicare Advantage plan. How do I switch to Keystone 65?

A. It's easy. Select the plan you want, complete the enrollment form, and mail it in the postage-paid envelope provided. By signing up for Keystone 65, you will be disenrolled from your current Medicare Advantage or Medicare prescription drug plan when your Keystone 65 coverage begins.

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BUSINESS REPLY MAIL  
FIRST-CLASS MAIL PERMIT NO. 8000 PHILADELPHIA, PA

POSTAGE WILL BE PAID BY ADDRESSEE

KEystone 65  
MEDICARE DEPARTMENT  
PO BOX 13713  
PHILADELPHIA PA 19101-9606

Business Reply Envelope →