



Member retention **custom kit**

Increase member satisfaction and loyalty

Improve your star rating

A positive member experience is more critical than ever now that Centers for Medicare & Medicaid Services (CMS) changed the methodology for calculating Medicare Advantage quality scores. As of May 2020, customer experience related metrics will now determine 57% of overall Stars ratings (up 25%) by 2023.¹

Build your health plan's brand

Keep your plan top of mind and customize your member retention kits with your logo.

Printing requirements:

- Signed artwork acknowledgment form
- Vector logo file (.ai or .eps)
- Brand standards documentation (i.e. Minimum logo sizes, pantone logo colors, etc.) is provided

Customization is not included and requires additional lead time



Offered in a standard, deluxe and premium option



Medline custom kits

Member retention kit component options



Build a kit, here

		Standard option	Deluxe option	Premium option
Base products	Custom insert* 8.5 x 11"			
	Face masks (5 count)			
		Choose 2	Choose 3	Choose 4
Choose contents	Hand lotion (2 oz)			
	Toothbrush			
	Toothpaste			
	Toothbrush holder			
	Lip balm (.15 oz)			
	Sleep eye mask			
	Slipper socks			
	Shampoo and body wash (2 oz)			
	Sanitizing wipes (10 count)			
Hand sanitizer				
		Choose 1	Choose 1	Choose 2
Choose contents	Digital oral thermometer			
	Bandages (100 count)			
	Water bottle (32 oz)**			

*High resolution file needed to add customer logo to insert
 **Customization available upon request

References: 1. Contract Year 2021 Medicare Advantage and Part D Final Rule (CMS-4190-F1) fact sheet,” Centers for Medicare & Medicaid Services, May 22, 2020, cms.gov.