



Let GoldenCare USA supercharge your insurance business with the most unique and powerful digital marketing, communication and branding platform built to help you sell more insurance – CareOptions.



- ATTRACT AND CULTIVATE NEW PROSPECTS
- GENERATE LEADS
- REWARD YOUR CUSTOMERS



It's All About Your Business

The entire system is fully branded with your business, logo, contact info, background, products and even your picture, if you choose.*



Award Winning Content & Technology

The content is educational and informative, and provides real solutions with user-friendly technology that's second to none.



The brandSMART™ Advantage

Works in tandem with your existing marketing initiatives, extending your reach far beyond conventional advertising.*



Easily Manage Your Content

Easy-to-use controls for making brand content changes as well as managing your value-based relationship marketing initiatives.*



Mobile Device Enabled

Accessible from any mobile device.



Ready-Set-Go!

Get started immediately. System includes everything you need to capture and sell to new prospects while giving you a reason to sell more to existing customers.

**Make more sales
with GoldenCare USA!**

For GoldenCare USA qualified agents & brokers only.
Contact your Regional Director for details.

*Basic GCUSA plan does not include certain features.

Typically, insurance companies and agents have been relying on social media and tools such as newsletters to connect with prospects and customers. But in the insurance industry, instead of effectively engaging the consumer, these efforts are more often considered a useless distraction. That's why CareOptions is different.

The fact is, solutions that help consumers with all aspects of their health and care planning are more valuable to them than a slew of posts, tweets, newsletters or company website propaganda. When it comes to engagement, prospects and customers hold the power. You can't talk *at* them and expect them to respond. You talk *with* them.

With such a robust grouping of CareOptions features, this opportunity helps you expand your business into new territories and ties in with your primary focus on insurance and financial services – all while distinguishing you from competitors and demonstrating to prospects and customers you want to help protect and insure important aspects of their lives.

Five great reasons to make CareOptions your insurance marketing partner!

- 1) An amazing value enhancement for individual sales – opens doors and helps close sales.
- 2) Increases response rates on direct mail, email lead generation and advertisements.
- 3) Enhances your website and helps drive new and repeat insurance prospects to your website while collecting prospect names and contact information. (A website is not required to use CareOptions.)
- 4) Substantially differentiates you from the crowd when prospecting employer groups and associations with your insurance products – it's truly a deal closer. [Click Here](#) for more info.
- 5) In addition to giving your prospects and customers information about you, your business, products and services, you are giving them a gift, at no charge: full access to CareOptions, the most extensive care resource system available today. Your prospects, customers and groups will thank you for it!

With your own fully branded and personalized CareOptions system you don't even need a website. But if you do have a website, CareOptions will enhance it by giving you the ability to capture names, emails and even phone numbers and mailing addresses from prospects who are just visiting your site. Isn't that more beneficial than just having them pass by your website without getting their contact information so you can reach out to them later?*












CareOptions is your digital marketing partner, and it's the only system of its kind that works for you 24/7 – online or offline!

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Insurance Related Websites

CareOptions - brandSMART System

	(306 MILLION) Web-hosted digital “brochures” of services and information	(ONE) A cloud-based, web-accessed automated system for capturing new prospects, building name recognition and insurance marketing
 NATIONAL AWARD WINNING CONTENT AND TECHNOLOGY	Very few	Year after year, CareOptions receives the top national awards for content, usability and technology
 CAPTURES A VISITOR'S NAME, EMAIL AND PHONE NUMBER	Not often	Always (required)*
 MOBILE DEVICE READY	Some	Yes
 SOCIAL MEDIA CONNECTIONS	Some	Always*
 VALUE	A place to send your prospects and customers for information about you and your insurance business with written or boiler-plate content and videos	Highlighted information about you and your insurance business. Immediate money saving benefits, interactive assessments and resources for health, wellness, safety and care planning. Very special content, resources and quality-of-care ratings system. Click Here for more info.
 BRAND EXPOSURE	Minimal – and only if a prospect visits	Fully branded – Ingrains your brand in a deeply personal and important aspect of your customers' and their families' lives, each and every month whether they initiate the visit or not.
 CONTENT, CONTACTS & MARKETING MANAGEMENT SYSTEM	Minimal, if any	CCDS/brandSMART – manage your prospect and customer collections, check activity, upload a group of customers or prospects, control or change your brand information, content and logos. Initiate a marketing campaign. Click Here for more info.*
 DIGITAL MARKETING WITH AUTOMATED PROSPECT BUILDER	Only if they visit your website and contact you – similar to a yellow page ad	Draws prospects in and gives them an immediate benefit. Automated send of monthly feature e-letters from you to all your prospects and customers. Automated outbound marketing system captures new prospects.*
 MARKETING SUPPORT	If applicable	Everything is complete, personalized and processed by us. Includes all welcome letters and monthly e-letters prepared and sent by us with your personalized message and branding.*
 MARKETING TOOLS	Not applicable	Customized collateral materials, direct response letters, emails, scripts, member cards, guides, consumer sell sheets and group brochures.
 SUPPORT AND TRAINING	Varies	Always

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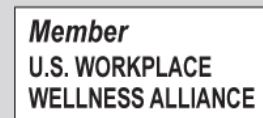
With CareOptions, you build more than a website. You build a community.

Give life, interest and response to your insurance business with CareOptions. It will keep you and your insurance products on your prospects' and customers' minds by creating loyalty and engagement. CareOptions is the only program of its kind that you can offer that empowers them and helps them solve problems – without any cost to them.

CareOptions is the **BEST of the Best***



Professional affiliations include:



*These are awarded by nationally recognized and prestigious organizations that honor the best marketing, education and communication resources for the mature and working age markets. Entries for these awards are tested for usability, content, effectiveness and technology and awarded by panels of market experts. Thousands of entries are submitted each year and CareOptions has received top awards year after year. Our winning awards were judged and awarded based on format, usability, content, creativity, relevance, technology and overall quality among thousands of other entries. Only the very best entries place and are awarded each year.

