



Medicaid Lifeline
Access Program:
Consumer Experience





Based on Health Plan preferences, we will utilize multiple channels to promote the Lifeline benefit to their members.



DIRECT MAIL



EMAIL



SMS



Wellie Health
P.O. Box 4433
Winchester, CT 22341

Dave Collins
12779 Bright Lane
Arlington, VA 22201
Member ID: XIL 28857366

Notice Date

Get [NO COST/FREE] Mobile Phone Services, plus health extras.

Dear Dave,

As [the guardian of] a [health plan name] member, we want to help you stay in touch with family, friends and your care support network. Eligible members can apply for a mobile phone or service plan at no cost through the government's Lifeline program.¹ This includes health extras that only we offer, including health reminders and tips via text.

Already have Lifeline? You may be able to upgrade your plan depending on how long you've had your service.²

Apply today.

[Mail the included application to select our featured smartphone package (postage paid). For quicker service and to see all packages,] go to www.LifelineApply.com.
Use offer code **[1 2 3 4 5]** to get started.

¹ Lifeline is a government assistance program, the service is non-transferable, only eligible consumers may enroll in the program, and the program is limited to one discount per household.

² If you have Lifeline voice or text services, you can only upgrade to one of these plans if your service was switched on more than 60 days ago. If you have a Lifeline data plan with 500Mb + of data, you can only upgrade if it was switched on more than 12 months ago.

[Wellie Health complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.]

Get a **NO COST** smartphone or mobile plan, plus health extras!

Our members can apply for mobile phone service at no cost through the government's Lifeline program.* You'll also get extra benefits that only we offer. If you already have a Lifeline service, go online to see if you can upgrade!



Apply Now

Mail your application or go to LifelineApply.com to get started. Use offer code XXXX.



Go to the website to see if you qualify!

1. Choose your no-cost plan.

- New Android smartphone with monthly plan at no cost (includes data, talk, and unlimited texts)
- Keep your own phone and get a monthly plan at no cost (includes data, talk, and unlimited texts)

2. Get health extras for you and your family.

- Health tips and reminders via text
- One-on-one texting with your care team
- Calls with member services

FREQUENTLY ASKED FOR QUESTIONS

- Q.** Why do I qualify?
- A.** You can get this benefit if you or someone in your household is enrolled in Medicaid (limit one per household). A household is defined as any individual or group of individuals who live together at the same address and share income and expenses.
- Q.** Is this really NO COST?
- A.** Yes. All of the mobile phone offers are funded by the federal government, but voice and data plans are limited. You can pay to get more services if you want.
- Q.** I already have Lifeline service but prefer the offers listed here. Can I still apply?
- A.** Yes, in most cases. But you will lose service with your current Lifeline service provider after you activate the new service. Check online to see if you can apply.
- Q.** How do I apply?
- A.** You can go to LifelineApply.com to apply or return the paper application form if one was included in your pack.

* Lifeline is a government program that provides low-cost or free mobile, landline, or broadband service to eligible consumers. Eligible consumers may get one free mobile phone and one free month of service through the program. For more information, visit www.fcc.gov/consumers/guides/lifeline.
 Wellie Health is not responsible for the accuracy of the information provided on this website. We are not responsible for the accuracy of the information provided on this website. We are not responsible for the accuracy of the information provided on this website. We are not responsible for the accuracy of the information provided on this website.
 Text4Baby: All messages are free of charge and available in multiple languages. Text4Baby is a free service provided by the U.S. Department of Health and Human Services. For more information, visit www.text4baby.com.
 Text4Baby: All messages are free of charge and available in multiple languages. Text4Baby is a free service provided by the U.S. Department of Health and Human Services. For more information, visit www.text4baby.com.

NEW YORK APPLICATION

Questions? Please Call 1-888-898-4888

1 PERSONAL INFORMATION (Please do not forget to SIGN the application in Section 4)

The information below **MUST** be that of the person applying for Assurance Wireless service. You **MUST** be at least 18 years of age to apply.

First Name: _____ Last Name: _____ Email: _____ (if applicable)

Date of Birth: / / Last 4 digits of Social Security Number:
mm dd yyyy

Home Address: Is this a temporary address? Home Telephone Number: _____ (if applicable)

Street Address: _____ Apt: _____
(PO Boxes or General Delivery cannot be accepted)

City: _____ State: _____ Zip Code: _____

Mailing Address: (if different from above)

Street Address: _____ Apt: _____
(PO Boxes allowed)

City: _____ State: _____ Zip Code: _____

2 ELIGIBILITY

To be eligible for Assurance Wireless service, you or a member of your Household must participate in a qualifying Program listed in 2A, **OR** your Household Yearly Income must meet the qualifications for Lifeline Assistance listed in 2B.

If you are **NOT** the Program participant, please provide the first name and last name of the person participating in a qualifying Program listed in 2A.

Program participant: _____ (First Name) _____ (Last Name)

2A PROGRAM-BASED ELIGIBILITY

Proof of Program participation is NOT required for these Programs - Put a check mark next to the qualifying Program(s) your household is enrolled in:

- Medicaid (Medicare is not acceptable)
- Supplemental Nutrition Assistance Program (SNAP)/Food Stamps
- Supplemental Security Income (SSI) (Not the same as Social Security Benefits)
- Temporary Assistance for Needy Families (TANF)
- Low-Income Home Energy Assistance Program (LIHEAP)



SEND Proof of Program participation for these Programs - Put a check mark next to the qualifying Program(s) your household is enrolled in:

- Federal Public Housing Assistance (Section 8)
- The National School Lunch Program's Free Lunch Program

SEND a copy of ONE of these - Put a check mark next to the document that you are sending and please **DO NOT** send originals:

- Program participation document (your benefit ID card)
- Notice Letter of participation (official letter from an authorized agency)
- Statement of benefits (from the past 12 months)

OR INCOME-BASED ELIGIBILITY \$ 2B

SEND Proof of Income if your household does not participate in a qualifying Program listed in 2A - Put a check mark next to the document that you are sending and please **DO NOT** send originals:

Send a copy of ONE of these:

- Prior year's state or federal Income tax return
- Current Income statement from employer
- Federal notice letter of participation in General Assistance
- Divorce decree or child support document containing Income

To qualify, your Household Yearly Income for your Household Size must be within the ranges listed below:

(A Household is one or more individuals who live together at the same address and share Income and expenses.)

How many individuals in your household? (including yourself)

Household Size	Yearly Income
1	\$0 - \$16,038
2	\$0 - \$21,627
3	\$0 - \$27,216
4	\$0 - \$32,805*

Send proof of 3 months in a row in the past 12 months:

- Social Security benefits statement
- Veterans Administration benefits statement
- Retirement or pension benefits statement
- Current paycheck stub
- Unemployment or Workers' Compensation benefits statement

- 1
- 2
- 3
- 4 or more _____
(list how many)

*To calculate the Yearly Income range for households with more than 4 members, add \$5,616 for each additional person.

Send in your application with the proof of eligibility (from Section 2)



NY999999999999XB

Mail to:
Assurance Wireless, PO Box 686
Parsippany, NJ 07054-9726

Fax to:
1-877-732-3018



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 328 WICHITA KS

POSTAGE WILL BE PAID BY ADDRESSEE

Assurance Wireless
821 Broadway, 5th floor
New York, NY 10003



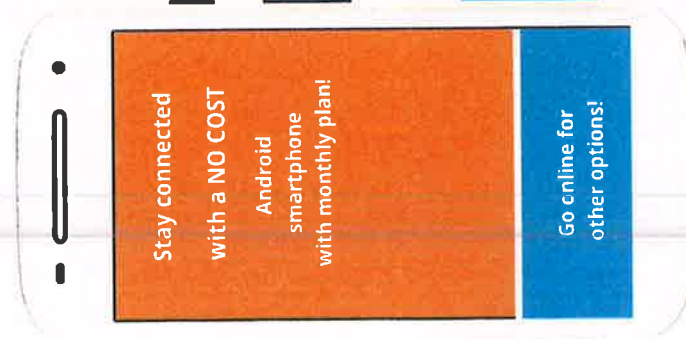
Get a **NO COST** smartphone or mobile service, plus health extras!

Wellie Health wants to help you stay connected and get health support on your mobile phone. Most members qualify for this NO COST mobile phone service through the government's Lifeline program.*

We'll also text you tips and reminders to help keep you and your family healthy!

Go online to learn more and apply for mobile phone service:

www.LifelineApply.com



*Multiple U.S. government assistance programs (the service is not available in Alaska, only eligible countries may apply for the program, and the program is limited to one device per household). Wellie Health is not responsible for any issues with Lifeline service. Information on the basis of your country of origin may differ.

Get a **NO COST** smartphone, plus health extras!

[SIGN UP](#)



Stay connected and get peace of mind.

Did you know you can apply to get mobile phone service at no cost to you through the government's Lifeline program*? There are no bills and no surprises! If you already have a Lifeline service, click "sign up" to see if you can upgrade.



Choose the **NO COST** plan that's right for you.

1. Need a smartphone? Get an Android smartphone with monthly plan at no cost (includes data, talk, and unlimited texts)
2. Happy with your phone? Keep your own phone and choose a service-only monthly plan at no cost (includes data, talk, and unlimited texts)

Plus health extras for you and your family!

These extras do not count toward your plan limits.

- Health tips and reminders via text
- One-on-one texting with your healthcare team
- Calls with Member Services

[SIGN UP](#)

Questions? [Read our frequently asked questions here!](#)

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[Unsubscribe](#)

*Lifeline is a government assistance program, the service is non transferable, only eligible consumers may enroll in the program, and the program is limited to one discount per household

If you have a Lifeline voice/text service, you can only upgrade to one of these plans if it was activated more than 60 days ago. If you have a Lifeline data service with 500Mb of data, you can only upgrade if it was activated more than 12 months ago.

Wellie Health complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.



You may qualify
for a **NO COST**
cellphone or service
plan!

[SIGN UP](#)

Stay connected and get peace of mind.

Did you know you can apply to get mobile phone service at no cost to you through the government's Lifeline program*? There are no bills and no surprises! Already have a Lifeline service? No problem, click "sign up" to see if you can upgrade.

Choose the **NO COST** plan that's right for you.

1. Need a smartphone? Get an Android smartphone with monthly plan at no cost (includes data, talk, and unlimited texts)
2. Happy with your phone? Keep your own phone and choose a service-only monthly plan at no cost (includes data, talk, and unlimited texts)

Plus health extras for you and your family!

These extras do not count toward your plan limits.

- ✔ Health tips and reminders via text
- ✔ One-on-one texting with your healthcare team
- ✔ Calls with Member Services

[SIGN UP](#)

Questions? [Read frequently asked questions here!](#)

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[Unsubscribe](#)

*Lifeline is a government assistance program, the service is non-transferable, only eligible consumers may enroll in the program, and the program is limited to one discount per household. If you have a Lifeline voice/ text service, you can only upgrade to one of these plans if it was activated more than 60 days ago. If you have a Lifeline data service with 500mb of data, you can only upgrade if it was activated more than 12 months ago.

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SMS CAMPAIGN OPTION 'A'

Hi Sara, it's Wellie Health. Ok if we text you about benefits included in your plan at no cost to you? Let us know, 'yes' or 'no.' Thanks!

yes please!

You can apply for a new Android smartphone at no cost through the Lifeline program. Go to www.uniqueURL.com to see if you qualify or to upgrade your plan!

Checking in: don't forget you can apply for mobile phone service at no cost through Lifeline. Go to www.uniqueURL.com to see if you qualify or to upgrade your Lifeline plan!

THIS TEXT IS SENT 5 DAYS FOLLOWING THE PREVIOUS TEXT AND ONLY IF THE MEMBER DID NOT COMPLETE THE APPLICATION.

wellpass

Get a Mobile Phone & Service at **NO COST**



Enter your offer code to get started.

[Don't have a code?](#)

Eligible members can apply for mobile phone service at no cost through the government's Lifeline program. If you already have a Lifeline service, you can see if you can upgrade here!*

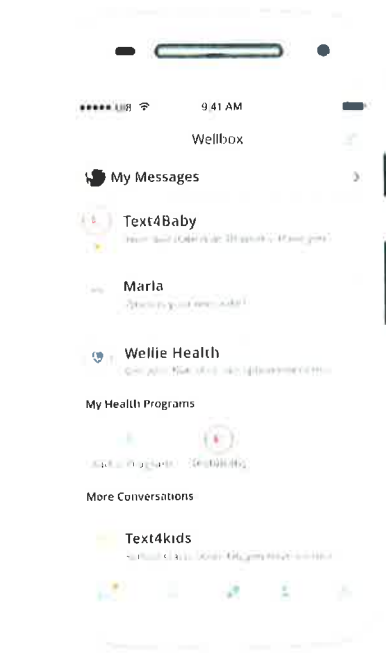
Choose the **NO COST** plan that's right for you.

1. Need a smartphone? You can get an Android smartphone with monthly plan at no cost (includes data, talk, and unlimited texts)
2. Happy with your phone? You can keep your own phone and choose a service-only monthly plan at no cost (includes data, talk, and unlimited texts)

Plus health extras for you and your family!

These extras do not count toward your plan limits.

- Health tips and reminders via text
- One-on-one texting with your healthcare team
- Calls with Member Services



Enter your offer code to see if you qualify or can upgrade.

Enter your offer code

[Don't have a code?](#)

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*Lifeline is a government assistance program; the service is non-transferable, only eligible consumers may enroll in the program, and the program is limited to one discount per household.

If you have a Lifeline voice or text service, you can only upgrade to one of these plans if it was activated more than 60 days ago. If you have a Lifeline data service with 500Mb of data, you can only upgrade if it was activated more than 12 months ago.

Good News! You may qualify for Lifeline.

Liam, we now need to verify some information to continue. [\(Not Liam?\)](#)

Date of Birth

Social Security Number (last 4 digits)

Home Zip Code

Current Mobile Number (optional)

NEXT

Additional Program information.

What is Lifeline?

Lifeline is a government assistance program for low income individuals and their families.

Why do I qualify?

You can get this benefit if you or someone in your household is enrolled in Medicaid (limit one per household). A household is defined as any individual or group of individuals who live together at the same address and share income and expenses.

Is this really NO COST?

Yes. All of the mobile phone offers are funded by the federal government, but voice and data plans are limited. You can pay to get more services if you want.

I already have Lifeline service but prefer the offers listed here. Can I still apply?

Yes, in most cases. But you will lose service with your current Lifeline service provider after you activate the new service. Check online to see if you can apply.

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Great, now choose your mobile phone service below.

SELECT PLAN

CONFIRM MY INFORMATION

REVIEW AND AUTHORIZE



NO COST Android smartphone

plus...

NO COST 500 Mb of data
per month

350 NO COST minutes and Unlimited texts
per month

Health Features

Plus unlimited calls for PLAN member services and unlimited data for the Wellpass App.

SELECT OFFER

[learn more](#)

Assurance Wireless is a Lifeline supported service, a government assistance program, the service is non-transferable, only eligible consumers may enroll in the program, and the program is limited to one discount per household.



Use your own smartphone

plus...

NO COST 500 Mb of data
per month

500 NO COST minutes or texts
per month; 1 min = 1 text

Health Features

Plus unlimited calls for PLAN member services and unlimited data for the Wellpass App.

SELECT OFFER

[learn more](#)

Entouch is a Lifeline supported service, a government assistance program, the service is non-transferable, only eligible consumers may enroll in the program, and the program is limited to one discount per household.



Use your own smartphone

plus...

NO COST 10 Mb of data
per month and unlimited IPASS Data

500 NO COST minutes and unlimited texts
per month

Health Features

Plus unlimited calls for PLAN member services and unlimited data for the Wellpass App.

SELECT OFFER

[learn more](#)

Life Wireless is a Lifeline supported service, a government assistance program, the service is non-transferable, only eligible consumers may enroll in the program, and the program is limited to one discount per household.

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Lifeline is a government assistance program, the service is non-transferable, only eligible consumers may enroll in the program, and the program is limited to one discount per household

Almost done, submit your Assurance Wireless application



SELECT PLAN

CONFIRM MY INFORMATION

REVIEW AND AUTHORIZE

I authorize the following to complete my application for Assurance Wireless and Lifeline

Important information about the Lifeline Program

<Lifeline Service Provider> is a Lifeline supported service. Lifeline is a federal benefit, and only eligible subscribers may enroll. Customers who willfully make false statements in order to obtain the benefit can be punished by fine or imprisonment or can be de-enrolled or barred from the program. Only one Lifeline discount (either landline or wireless service) can be received per household. A household is defined, for the purposes of the Lifeline program, as any individual or group of individuals who live together at the same address and share income and expenses. A household is not permitted to receive Lifeline benefits from multiple providers. Violation of the one-per-household rule constitutes a violation of federal FCC rules and will result in the customer's de-enrollment from the Lifeline program. Lifeline is a non-transferable benefit and a customer may not transfer his or her benefit to any other person.

Plan Details

Phone: Android Smartphone
Minutes: 350/month
Data: 500 mb/month
Text: Unlimited

Personal Information

First Name: Stan
Last Name: Berkow
Date of Birth: 6/20/60
Last 4 of SSN: 9999
Email: stan@wellpass.com
Cell phone: 717-419-9999

Home Address

88 Morningside Avenue,
#2E
New York, NY 10029

I certify under penalty of perjury to each of the following statements:
I am most often called bases to complete your application

I, or a member of my household, participate in Medicaid, a qualifying federal program that establishes eligibility for Lifeline

I will inform <Lifeline Service Provider> within 30 days if for any reason I no longer satisfy the criteria for receiving Lifeline including any of the following:

- I, or a member of my household, no longer participate in Medicaid the Lifeline qualifying Program
- I become aware that my household is receiving more than one Lifeline benefit
- For any other reason, I no longer meet the criteria for Federal Lifeline support

If I have provided a temporary address, or if I change my address, I must notify <Lifeline Service Provider> within 30 days of any change of address

I certify that my household will receive only one Lifeline Assistance benefit (wireless or landline). To the best of my knowledge, my household is not already receiving such a benefit, OR if I currently receive a Lifeline service from a different phone service provider, I authorize the transfer of my Lifeline benefit to <Lifeline Service Provider> and understand that once the transfer is complete, I will lose my Lifeline program benefit with my current phone service provider.

I certify that the information contained within this application is true and correct to the best of my knowledge

I acknowledge that providing false or fraudulent information to receive Lifeline benefits is punishable by law.

I understand that I may be required to re-certify my continued eligibility for Lifeline at any time. Failure to do so will result in de-enrollment and termination of my Lifeline benefits.

I authorize the following:

I authorize <Lifeline Service Provider> or its agent to:

- 1 Share information contained within this application with <health plan> for the purpose of validating my household's Medicaid participation status
2 Request a copy of my insurance ID card or other official documentation confirming my household's Medicaid participation status.
3 Access any records required to verify my statements herein
4 Update my address to a proper mailing address format
5 Provide access to or release any records required for the administration of <Lifeline Service Provider> service

I consent to have my personal identification information shared with the Universal Service Administrative Company (USAC) (the Lifeline Program administrator) and/or its agents for the purpose of confirming that neither I nor my household receives more than one Lifeline benefit.

I understand that the completion of this application does not constitute immediate approval for <Lifeline Service Provider> service.

By signing this application, I request and authorize Assurance Wireless to share my new Assurance Wireless telephone number with [Name of Medicaid Provider] through its agent, Wellpass. [Name of Medicaid Provider] and/or Wellpass may use this phone number to call and/or text me with free, non-promotional, informational messages that will help me take advantage of and/or are related to the services provided to me by [Name of Medicaid Provider] and/or Wellpass ("mobile health services"). I understand the nature of the mobile health services and agree to hold Assurance Wireless harmless for any communications related to those services. I also authorize Assurance Wireless to share certain personal information (such as my name, address and date of birth) so that [Name of Medicaid Provider] and/or Wellpass can accurately identify me. I understand I am not required to provide authorization as a condition of receiving Lifeline service and that I will not be charged for any calls and/or text messages that I receive from [Name of Medicaid Provider] and/or Wellpass. If I decide later on that I want to stop receiving these calls and/or text messages from [Name of Medicaid Provider] and/or Wellpass, I understand that I can do so by contacting [Name of Medicaid Provider] and/or Wellpass directly.

If you DO NOT want Assurance Wireless to share your information with [Name of Medicaid Provider] and/or Wellpass for calling and/or texting purposes check this box:

I Agree and E-Sign

Powered by Wellpass



Thank you!

