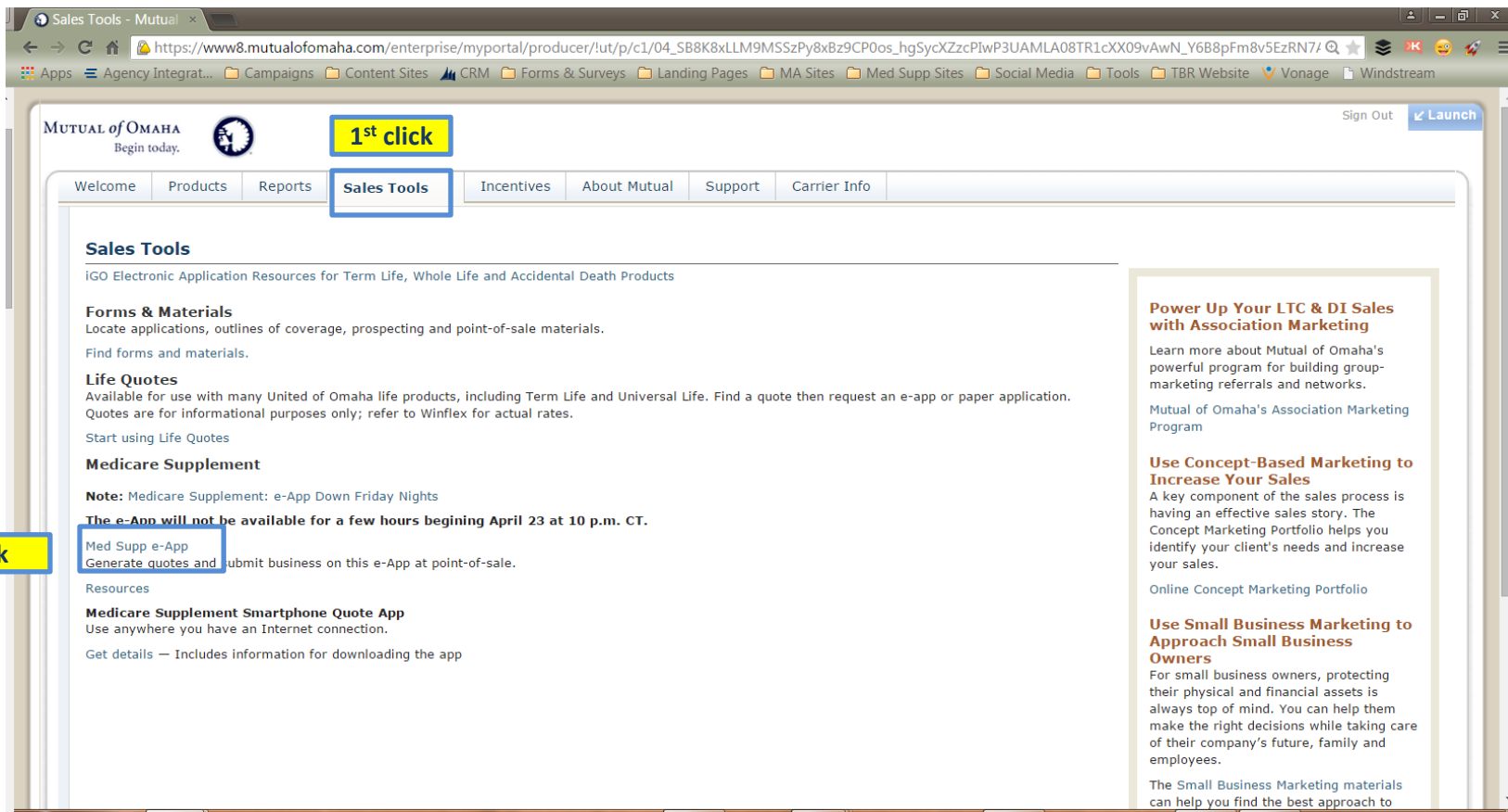


Mutual of Omaha's Sales Professional Access (SPA)

- Select Sales Tools > Med Supp e-App and accept the Terms & Agreements



The screenshot shows a web browser window with the URL https://www8.mutualofomaha.com/enterprise/myportal/producer/!ut/p/c1/04_SB8K8xLLM9MSSzPy8xBz9CP0os_hgSycXZcPlwP3UAMLA08TR1cXX09vAwN_Y6B8pFm8v5EzRN7/. The browser's address bar shows various navigation icons and a search bar. The website header includes the Mutual of Omaha logo and the text "Begin today." with a "1st click" callout box. A navigation menu contains links for Welcome, Products, Reports, Sales Tools (highlighted with a "1st click" callout), Incentives, About Mutual, Support, and Carrier Info. The main content area is titled "Sales Tools" and includes a sub-header "IGO Electronic Application Resources for Term Life, Whole Life and Accidental Death Products". Below this, there are sections for "Forms & Materials", "Life Quotes", and "Medicare Supplement". A "2nd click" callout box points to the "Med Supp e-App" link, which is followed by the text "Generate quotes and submit business on this e-App at point-of-sale." To the right of the main content, there are three promotional boxes: "Power Up Your LTC & DI Sales with Association Marketing", "Use Concept-Based Marketing to Increase Your Sales", and "Use Small Business Marketing to Approach Small Business Owners". The browser's taskbar at the bottom shows several open applications.



Mutual of Omaha's Sales Professional Access (SPA)

- Click on the Consumer e-App Links

MUTUAL of OMAHA



Welcome
John Doe

Producer Number
123456

3rd click

CF e-App Links

Exit

Medicare Supplement e-Application

Dashboard

Start a New Quote or Application

Initial Documents

Search for an existing quote or application.

First Name Last Name Policy Number Phone Number State

App Status Last Modified Producer Filter

Search Reset

▲ Applicant Name	Policy Number	Phone Number	State	Start Date	App Status	Last Modified	Open Task Date	Entry System
<div style="display: flex; justify-content: space-between; align-items: center;"> 10 per page ▼ ⏪ ◀ 1-1 of 0 ▶ ⏩ </div>								



Mutual of Omaha's Sales Professional Access (SPA)

- A pop-up window with your customized URLs will display
- Copy and paste them into an e-mail signature or display on your website.

Your Med Supp Consumer e-App Marketing Links ×

These links place your contact information in the consumer online application. Select and copy them to use according to the [approved marketing guidelines](#).

- [MedSuppBasics.com/1234!](#)* goes to mutualofomaha.com general education page
- [ApplyForMedSupp.com/1234!](#)* goes to mutualofomaha.com Get a Quote page, the first step to apply online

[Learn more](#) about the consumer e-App and how you can market it.

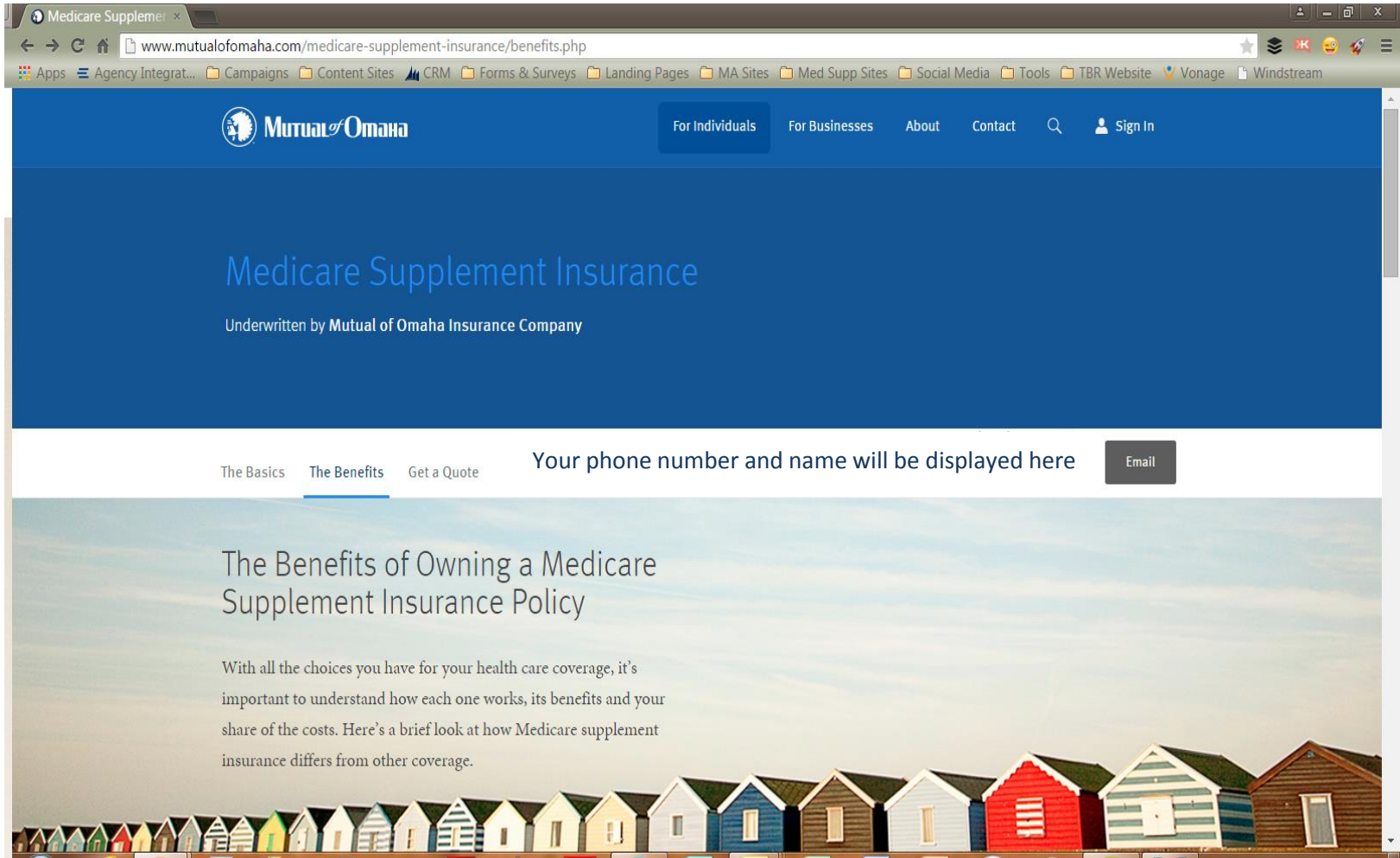
Cancel

Your customized links will be displayed here. Copy and paste them into your digital medium.



Mutual of Omaha's Medicare Supplement Site

- Test out your customized URLs to be sure they work properly and display your name and phone number correctly



The screenshot shows a web browser window displaying the Mutual of Omaha Medicare Supplement Insurance website. The browser's address bar shows the URL www.mutualofomaha.com/medicare-supplement-insurance/benefits.php. The website features a blue header with the Mutual of Omaha logo and navigation links for "For Individuals", "For Businesses", "About", "Contact", and "Sign In". The main content area has a dark blue background with the heading "Medicare Supplement Insurance" and the text "Underwritten by Mutual of Omaha Insurance Company". Below this, there is a white navigation bar with tabs for "The Basics", "The Benefits", and "Get a Quote". The "The Benefits" tab is selected, and the main content area displays the heading "The Benefits of Owning a Medicare Supplement Insurance Policy" and a paragraph of text. A placeholder text "Your phone number and name will be displayed here" is visible above a dark "Email" button. The background of the main content area features a row of colorful beach houses.

