



# Care Alternative Mission

## **Mission:**

To improve the overall health and wellness of America by providing access to the best care, products and services at affordable rates to all members, associates, and affiliates of each target organization including: Charities, Church Groups, Associations, Chambers of Commerce, and Sports Programs / Leagues.





# Key Issues and Opportunities

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With a documented 44 million Americans, and *unofficial* estimate of 15 million non-US citizens living in the US without the availability of a **Healthcare, Medical Accident, or Repatriation** program is a concern for many groups and associations.

With a significant need for these and similar services, target organizations are welcoming these programs and services for the friends, families and affiliates of each respected group.



# Distribution Strategy

## **Distribution Strategy:**

- Offer all programs and services through an existing distribution infrastructure of each affiliate partner group / organization.
- Introduce, educate, and train each affiliate partner the programs and services of Care Alternative through an internal sales / member services division.
- The size and reach of Care Alternative's marketing arm spans from coast to coast, with key networking partners domiciled outside the U.S. situated to introduce and sell the Repatriation Program through their networking resources.



# Fundraising Opportunities

## **Fundraising Opportunities:**

Introduce Associations, Charities, Church Groups, Youth and Adult Sports Leagues Teams to market and sell the Healthcare Discount Savings Card Programs to their members and affiliates and receive a portion of the Healthcare Card sale to keep.



## Co-Brand Process - Web Site Tracking

- A sub-domain and Producer Code will be created to identify your group or organization (i.e. *ABCgroup.CareAlternative.Com*). This sub-domain link will be the conduit between your groups web site and the Care Alternative web site.
- Once a member or affiliate enters the program enrollment page, your assigned Producer Code is automatically imbedded on that form for all sales/ fundraising program tracking.
- When a member completes the simple enrollment form, chooses a payment option, and forwards it to Care Alternative for processing, an automatic email message will be sent notifying you of the sale.
- Care Alternative will record your sales, deduct the appropriate percentage of each Healthcare Discount Savings Card sale and forward a check to your organization monthly.



# CONTACT US

*To learn more about this exciting fundraising program for your group or organization and start earning revenue for your next group project please contact:*

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