

Promoting the College Tuition Benefit®



Drive sign-ups for Tuition Rewards®

Your employees will be excited to learn about how this program can help them afford the cost of college. Here's how to spread the news and encourage employees to sign up and start earning Tuition Rewards points.

Look on the back for helpful FAQs that answer your administrative questions about how the program works. You can also download College Tuition Benefit member communications materials from the **Employer Toolkit** at UnitedConcordia.com.

Ready-to-use member communication tools

Member flyer—Explains how the Tuition Rewards program works and provides simple sign-up instructions.

Newsletter content & graphics—Communicates potential savings and how broadly points can be shared among the family.

Introductory & reminder email content—Generates excitement about Tuition Rewards and encourages sign-ups.

Digital slide—Promotes Tuition Rewards on video monitors in lobbies, cafeterias and other common areas in your workplace.

Reminder: how the program works

1 Tuition Rewards point = \$1 discount

Employees earn 2,000 points at signup, then 2,000 points each year they're eligible for the program.

The more points employees earn, the bigger their tuition discounts.

Points can be redeemed for students in your family and extended family including: grandchildren, nieces, nephews, stepchildren, godchildren and adopted children.

Each child enrolled receives a one-time bonus of 500 Tuition Rewards points.

Frequently Asked Questions

Q: When can employees sign up for Tuition Rewards?

A: Employees can sign up for the program on or after the plan's effective date. Prior to the plan's effective date, employees will not see the eligibility notification displayed in their *MyDentalBenefits* accounts. The sign-up prompt will only show once the plan is effective. Employees earn 2,000 points immediately upon signing up.

Q: Can employees participate with other organizations to earn Tuition Rewards?

A: Yes. Employees can also earn Tuition Rewards points through any participating organization, such as: Pennsylvania 529 College Savings Plan, employer-provided health care plans, employers offering optional voluntary benefits participation or Tuition Rewards on qualified retirement plans.

Q: Do employees need a *MyDentalBenefits* account in order to register for Tuition Rewards?

A: Our communications instruct members to get started by logging into their *MyDentalBenefits* accounts. Members who don't yet have accounts can create them at UnitedConcordia.com/GetMDB. Having a *MyDentalBenefits* account also enables members to view their plan info, print ID cards, view claims and other valuable services.

Q: Can I send employee information directly to SAGE instead of having employees sign up themselves via *MyDentalBenefits*?

A: The preferred way to register for College Tuition Benefits is to start through United Concordia's member portal—*MyDentalBenefits*. But clients may also provide an employee roster by following the instructions found in the Welcome email they receive from SAGE Scholars.

Q: When will employees receive their annually accrued Tuition Rewards points?

A: On the anniversary of your organization's participation in the College Tuition Benefit program.

Q: Do Tuition Rewards points ever expire?

A: No. Tuition Rewards points never expire.

Q: What if employees can't use Tuition Rewards?

A: If employees don't redeem their Tuition Rewards points, they've lost nothing.

Q: Can employees still apply for other sources of financial aid?

A: Yes. The purpose of the Tuition Rewards program is to ensure that the sponsored student(s) receive a scholarship at least equal to the size of their Tuition Rewards. Students may receive more aid, but cannot receive less.



**Need more information?
Just contact your United Concordia account representative.**

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