



Which Plan is best for my Prospect?

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Health Sales Philosophy

Our Philosophy

We intentionally choose to market:

The Most **Comprehensive** and **Permanent** health plan/program that our prospects can **qualify for** and **afford**.



Our Philosophy

You can choose to be a:

- **Sales Wolf** - I'm going to make the most profitable sale possible, regardless of the impact on my client.

...or a...

- **Sheep Dog** – I'm going to do the best that I can to benefit my client and meet their needs given their specific circumstances.





5 Types of Health Options

5 PPI Health Options

- ▶ **ACA** – GI, Comprehensive, No Pre-ex, requires an OEP or SEP/**ICHRA** to enroll. 9-%+ of our clients get a “subsidy/premium tax credit.”
- ▶ **Group Referral (CPEO)** – Comprehensive, ER sponsored, usually less expensive than current ER group health plan, agents paid on 100% of employees.
- ▶ **IHA** – an “**ACA Clone**” health program in 49 states (WA). Targets those who are reasonably healthy, over 45, 1099 (in 2021 may accept W-2) – Underwritten. Any Hospital/Medicare
- ▶ **Sedera** - A membership-based healthcare financing tool for large medical expenses. An affordable and high-value alternative for individuals and groups committed to a healthy lifestyle. (**Medical Cost Sharing**). All accepted
- ▶ **STM** – Moderate cost, temporary in nature, healthy prospect. U/W (or GI - least benefit option) not permanent. (National General/ IHC, etc.)

Limited Benefit Hospital Indemnity Plans are not an option. *Prove me wrong.*

* Market the most comprehensive, most permanent health program they can qualify for and afford.



5 PPI Health Options

- ▶ **You can get training, contracting, tools for our plans on our websites:**
 - ▶ www.peekperformanceinsurance.com (Register, drop down from “Agent Home” tab to “Products / Marketing,” choose your market & plan to view.)
 - ▶ www.peektraining.com (Register, choose “On Demand” training, choose the “Featured Courses” classes you’d like to see, proceed through “Agent Action Plan” to completion for certification.)
- ▶ **You can get *Advanced Health Insurance Selling* training at www.peektraining.com under the “Under 65 – Individual & Group” courses.**
 - ▶ **Health Insurance University/HIU** - 7 Classes for those working in the “Self Employed/Small Employer” space
 - ▶ **ACA University** – 4 classes for those who want to sell hundreds each year





“Screening” for
Product Fit

Today – *Which Plan for Which Client?*

- ▶ I'm gonna: tell you *what I'm going to tell you*
- ▶ Next, I'm going to tell you
- ▶ Then I'm going to *tell you what I told you.*

Simple, right?

(This outline derived from the “*Department of Redundancy Department*”)



Identify your Client

Who are you looking for?

- ▶ You're looking for the "**Individual**" health prospect (*doesn't* have an option to purchase affordable health care at work) Most ACA sales happen here
- ▶ You're looking for the "**Self Employed/Small Business**" person
- ▶ You're looking for employer groups who **don't** have a **group health plan**
- ▶ You're looking for employer groups who **do** have a group plan but it's too **expensive** for the employer to sustain
- ▶ You're looking for **dependents** of a group employer plan whose **dependent cost is too expensive**



Screen the Prospect

- ▶ Determine whether they are an “**Individual**” or a “**Employer/Group**” prospect.
- ▶ Do they need an Individual health solution or an Employer Group option?
 - ▶ If a group below 50 employees needs a solution for the *Employer* and their *Employees* ... they **may** need a

1. **True Group Health** plan (use our “*Group Referral*” process”)

How do I determine if they’re a better candidate for “*Individual*” or “*Group?*”
Get the **EE income**! The higher the EE income, the *more likely* you need a “true group” solution!

2. Otherwise an ICHRA/ACA or Sederia option would be best.

Assume under 65, Individual (Individual, or + Spouse, or +Family)

* Market the most comprehensive, most permanent health program they can qualify for and afford.



Screen the “*Individual*” (Not ER/EE’s)

Learn about *what the prospect has now:*

- ▶ What is their current plan/coverage, if any? (If not ACA, **read** the policy!)
- ▶ What does it cover/what kinds of benefits? (If not ACA, explain what does it NOT cover!)
- ▶ What does it cost? (*Premium* for individual and dependents)
- ▶ What is the deductible, coinsurance, copay = *Max Out of Pocket*?
- ▶ If a business owner, do they have a few **EE’s** that may need help?
- ▶ If an EE – do they have *colleagues at work* who need your help?
- ▶ Does the Individual work Full time or Part Time?

Assume under 65, Individual (Individual, or + Spouse, or +Family)

* Market the most comprehensive, most permanent health program they can qualify for and afford.



Screen for “Individuals” (Not ER/EE’s)

Learn about the client:

- ▶ What is their **income** (100-400% FPL or Higher?)
- ▶ What are their **age** & **health** conditions
- ▶ What **RX** do you take (and **how much** do they cost?)
- ▶ Tell me about your **dependents** (ask the same questions)

Assume under 65, Individual (Individual, or + Spouse, or +Family)

* Market the most comprehensive, most permanent health program they can qualify for and afford.



Screen for “Individuals” (Not ER/EE’s)

Income (100-400 FPL or greater?)

Age

Health

W-2 or 1099

Temporary or Permanent need?

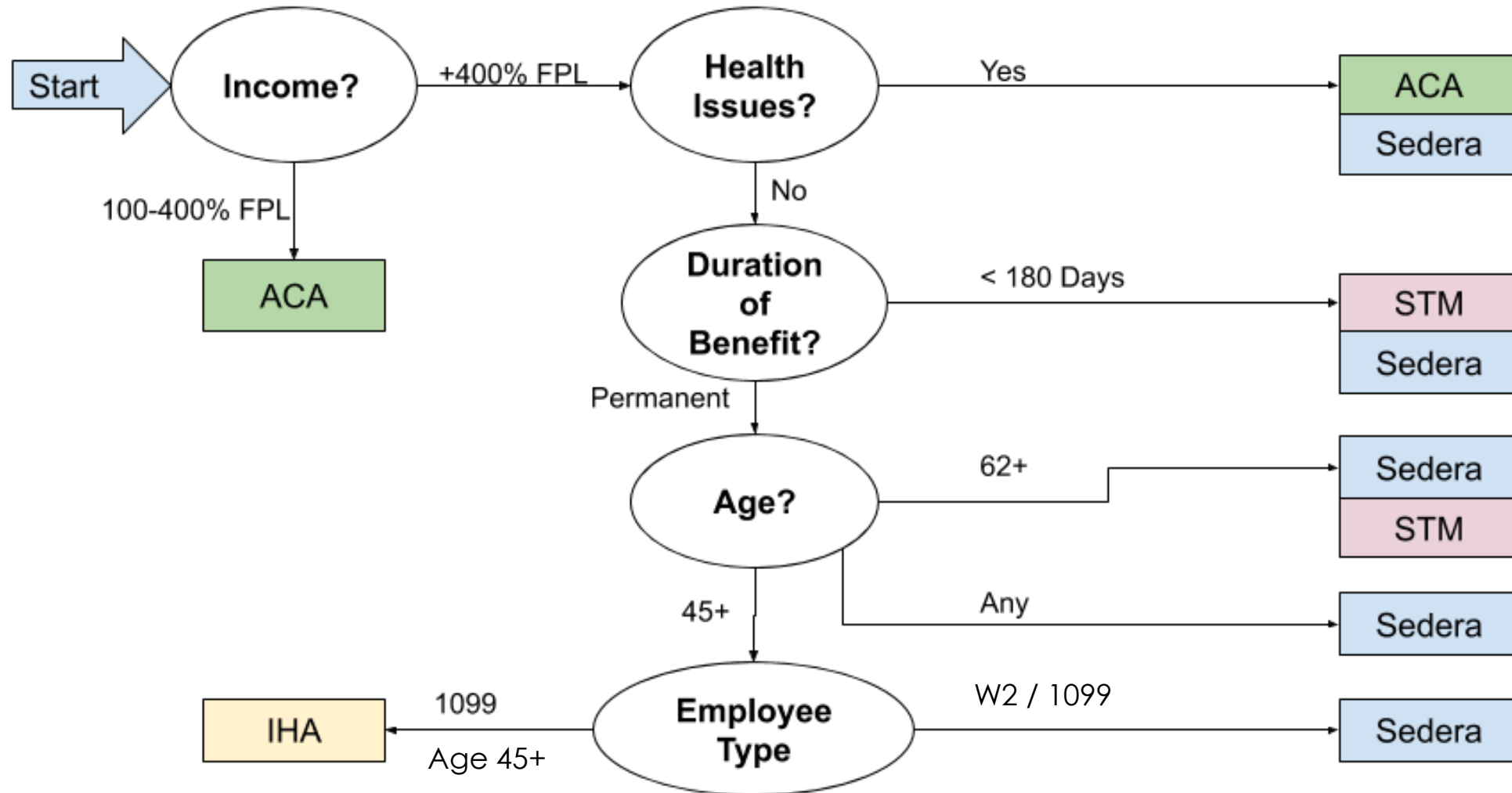
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Options to Evaluate for *Individuals*

Assume under 65, Individual, Individual and Spouse, or Family



Step 2: Screen for Product Fit

| Scenerios | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---------------------|---------------------------------|--|--|---|--|---|---|
| Income | Lower Income (100% to 400% FPL) | Higher Income (+400% FPL) | | | | | |
| Heath Issues* | Yes or No | Yes | No | No | No | No | No |
| Duration of Benefit | Permanent | | | | | | 0 to 180 Days |
| Age | Any Age | Any Age | Under 45 | 45+ | 45+ | 62+ | Any Age |
| Employee Type | W2 or 1099 | W2 or 1099 | W2 or 1099 | 1099 or Self Employed | W2 or 1099 | W2 or 1099 | W2 or 1099 |
| Best Fit Products | ACA | ACA | Sedera | IHA | Sedera | Sedera | STM |
| | Sedera | Sedera | | Sedera | | STM IHA | Sedera |
| Notes | If lower income, choose ACA. | Cover health issue first, then if too expensive, understand pre-ex limitation with Sedera. | Permanent deep program, affordable cost. | Permanent deepest program and more affordable than ACA. | Permanent deep program, affordable cost. | Choose depth of program benefits over cost. | STM Product is created for short durations. |

* Health Issues:

Hospitalized in last 3 years, pending or expected surgeries?

Significant Health Conditions (Cancer, Heart, Immuo, Diabetes, Respiratory, etc.)?

Spends more than \$100/month on maintenance prescriptions?

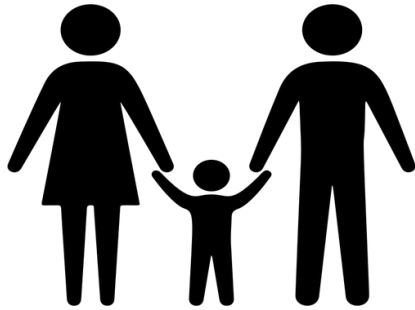


“The Separate Strategy” Ex. Individual

Assume Adult Age 45, Family, + 400% FPL

OPTION A: SAME

Dad & Mom (45) & 2 Kids



ACA

TOTAL: \$1450 / mo.
(Silver – ATL, GA)

OPTION B: SEPARATE

Mom & Kids (Healthy)
Dad (Health Issues)



Sedera

\$400 / mo.
(1500 IUA)



ACA

\$500 / mo.
(Silver)

TOTAL: \$900 / mo.

Question?



Screen for *Businesses/ER Group*

- ▶ What do they have now? (Nothing, MEC, HI, MCS, ACA Individual, True Group)
- ▶ What does it cover?
- ▶ Get “Out of Pocket” costs (Review Summary of Benefits)
- ▶ What is total actual cost per Employee? Dependent(s)?
 - ▶ What **contribution** is the ER making to EE, Spouse, Children, etc.
- ▶ Number of full time vs. part time employees?
- ▶ EE income

Assume employees are under 65, Business with less than 50 persons.

* Market the most comprehensive, most permanent health program they can qualify for and afford.



Screen for ER/EE's

Learn about *the employees in that group*:

- ▶ What are their ages, health conditions, tobacco usage
- ▶ What RX do you take
- ▶ Tell me about your dependents (same questions)
- ▶ Are you using ER group plan for dependents?
 - ▶ If not, what coverage, if anything?

Assume under 65, Individual (Individual, or + Spouse, or +Family)

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Screen for “Employees” in a Group

Income (100-400% FPL or greater?)

Age

Health

W-2 or 1099

Dependents

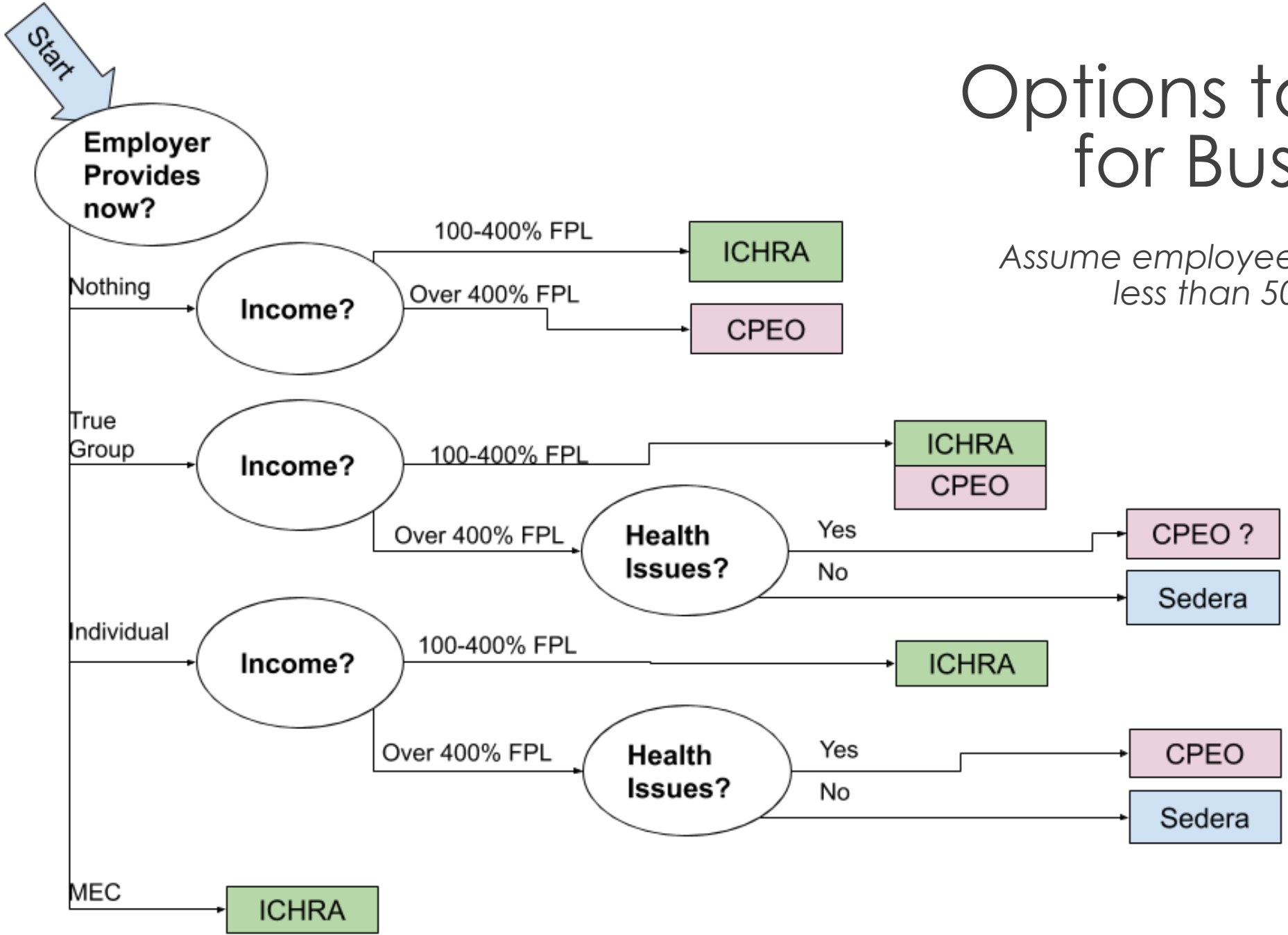
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Options to Evaluate for Businesses

Assume employees are under 65, and less than 50 employees.



Step 2: Screen for Product Fit

Employer Provides Now:

| Nothing | True Group | | | | Individual | | | MEC |
|---------|------------|--|--|--|------------|--|--|-----|
|---------|------------|--|--|--|------------|--|--|-----|

Scenarios:

Income

Between 100% and 400% FPL
Over 400% FPL

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|---------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Between 100% and 400% FPL | Yes | No | Yes | No | No | Yes | No | No | Yes |
| Over 400% FPL | No | Yes | No | Yes | Yes | No | Yes | Yes | No |

Health Issues

Hospitalizations?
Significant Health Conditions?
\$300+ month on maintenance drugs?

| | | | | | | | | | |
|------------------------------------|--------|--------|--------|----|-----|--------|----|-----|--------|
| Hospitalizations? | Y or N | Y or N | Y or N | No | Yes | Y or N | No | Yes | Y or N |
| Significant Health Conditions? | Y or N | Y or N | Y or N | No | Yes | Y or N | No | Yes | Y or N |
| \$300+ month on maintenance drugs? | Y or N | Y or N | Y or N | No | Yes | Y or N | No | Yes | Y or N |

Best Fit Products to Evaluate for this Client

| | | | | | | | | |
|-------|------------|------------|--------|-------|-------|-------------|-------|-------|
| ICHRA | CPEO GROUP | ICHRA CPEO | Sedera | CPEO? | ICHRA | Sedera CPEO | CPEO? | ICHRA |
| | | | | | | ICHRA | | |

Notes

| | | | | | | | | |
|--|---|--|--------------------------------|--|--|---|---|---|
| Reduce turnover with a great plan at no / little cost to employer. | Retain key employees with benefits at lower cost than BCBS. | Get equal or better coverage at lower cost. Why you doin that to yoself? | Why not cut your cost by 50%+? | If handled differently, may reduce cost (Separation Strategy). | Likely lower cost, flexible year round enrollment. | Retain employees with a benefit for a fraction of the cost of Group Health. | Leverage group buying power of PEO to get best available rates. | Likely equal cost, better coverage, protection for those with known issues. |
|--|---|--|--------------------------------|--|--|---|---|---|

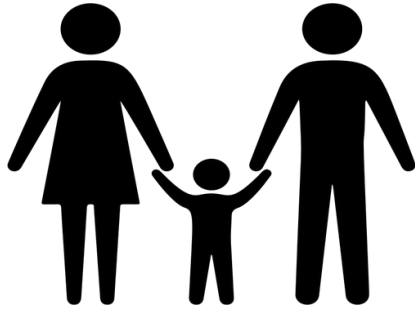


The *Separate* Strategy Ex. Business

Assume Adult Age 45, Family, + 400% FPL

OPTION A: SAME Plan

Dad, Mom (45) & 2 Kids



CPEO

TOTAL Cost: \$1400 / mo.

E-\$450 | S-\$550 | C-\$400

OPTION B: SEPARATE

Mom & Kids (Healthy)
Dad (Health Issues)



Sedera

\$400 / mo.

(1500 IUA)



CPEO

\$450 / mo.

TOTAL: \$850 / mo.

The *Separate* Strategy Ex. Business

Assume Adult Age 45, Family, + 400% FPL

OPTION A: SAME Plan

Employer Pays

$\$450 \times 75\% = \337.50

Employee Pays

$\$112.50 + \$550 + \$400 =$
 $\$1062.50$

CPEO

TOTAL: \$1400 / mo.

E-\$450 | S-\$550 | C-\$400

OPTION B: SEPARATE

Employer Pays

$\$450 \times 75\% = \337.50

Employee Pays

$\$112.50 + \$400 =$
 $\$512.50$

Sedera

\$400 / mo.

(1500 IUA)

CPEO

\$450 / mo.

TOTAL: \$850 / mo.

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