

Medicare Supplement Prosperity Continues

Events occurring in the insurance industry over the last five years have created one of the most productive environments for the Medicare Supplement Agent and United American. Below are ten reasons for prosperity to continue in the Medicare Supplement market.

1. **Medicare is in the spotlight . . .** Heightened interest and awareness of the need for sound Medicare supplemental protection was created through lobbying by Senior advocacy groups and recent Presidential campaigning.

2. **Increased HMO Disenrollments . . .** Almost daily, the media reports on Medicare HMO disenrollments and the tragedies of Seniors who have lost badly needed coverage and now need new insurance policies. (See *related article on facing page.*)

3. **Growing Senior market . . .** Baby Boomers entered the “Senior generation”, opening up increased sales opportunities for Senior-related products which continues.

4. **Population is living longer . . .** Incredible advancements in medical technologies and medicines have prolonged life and helped us to live healthier lives, which in turn create a larger need for coverage.

5. **Sales volume is higher . . .** A number of factors have increased sales volume including a larger field force and more favorable market conditions. In fact, the number of UA Medicare Supplement applications processed weekly averages about 3,300.

6. **UA’s track record for products, pricing and services is nationally recognized . . .** With over a half century of insurance experience, Seniors have found they can rely on United American. We continue to expand Partners services to offer more customer conveniences, including a 24-hour nurse line, emergency travel and vitamins/nutritional supplements.

7. **More educated, affluent customer base . . .** Today’s Seniors are more informed about coverage needs and companies offering insurance, due in part to Internet usage.

8. **You’re the Medicare expert . . .** While Seniors have lots of information, they need you for answers on how to best solve their concerns. You can fully explain how Medicare works — the deductibles and copayments. Discuss how these costs come out of their pockets if they don’t have the right supplement.

9. **Fewer companies in the market . . .** Not only are managed care companies exiting the Medicare Supplement market in record numbers, other fee-for-service insurers have stopped selling Medigap coverage as well. This means there are fewer competitors.

10. **Seniors are looking for stability . . .** UA offers what few Med-Supp insurers can: financial stability, quality products, stable pricing and great service. We regularly receive unsolicited comments from policyholders with expressions of their satisfaction — see Quotes pages 6-7.
- The opportunity for increased sales in the healthcare market is at your fingertips. Your reputation is reflected in the company you keep — with United American, you represent value and commitment.**
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- ## There’s Still Time To Assist Medicare HMO Disenrollees
- The Jan. 1st disenrollment date for many HMO disenrollees has passed. However, many people will not have applied by Jan. 1, 2001. The folks being disenrolled have 63 days to apply and receive GUARANTEED ISSUE Medicare Supplement coverage. This means any application on an HMO disenrollee (disenrolled Jan. 1, 2001) will be considered guaranteed issue.
- NOTE: Any application dated March 4th or earlier which is received after April 4th will be considered to have been written after the deadline of March 4th.**
- At right are some general new business guidelines to follow regarding these policies.
- For any questions, call our Agency Service Representatives at (800) 925-7355.
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- ### POLICY EFFECTIVE DATES:
- No policy received after Jan. 1, 2001 can have a January 1st effective date. Policies cannot be backdated.
- The rules for policy dates are as follows:**
- **Monthly** — The policy date is the date actually issued. This will usually be 2 or 3 days after the application is received in the Home Office.
 - **Annual, Semi-annual, Quarterly** — The policy date is the day the application is date stamped as received in the Home Office.
 - It is vital that no specific policy effective date is promised unless it is enough in advance to accomplish the request. For instance, if an app is written January 8th and a request to date the policy February 1st is made, this could be accomplished.
 - If an application is written January 8th on monthly bank draft and sent to the Home Office that same day, it would probably receive an effective date of the 11th or 12th. As you can imagine, many variables can delay the effective date such as mail delays, license delays, weather, etc.
 - In general, clients will want as early a date as can be accomplished. You may wish to consider more frequent turn-ins.
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