

wellabe®

Medico®
A Wellabe Company



Beyond the Brochure

Offering Hospital Indemnity
to Your Clients

For agent use only. Not intended for consumer solicitation.

WHY HOSPITAL INDEMNITY

HOSPITAL

Pairs with Medicare Advantage

One of the largest co-payments for Medicare Advantage recipients is in-patient hospitalizations. Hospital indemnity plans can offset or even eliminate it.

AEP Commissions

CMS does not allow commissions on Medicare Part C or D plans to be paid prior to the enrollment date.* This means all your MA commissions will not be paid until after January 1st. However, hospital indemnity plans are still paid on their normal commission schedule all year!

Retention

The more policies your clients have with you, the greater the chances they will keep you as their agent.

Easy to Offer

With limited underwriting and portability to follow your client from year to year, you can offer an additional layer of coverage to help your clients focus on recovery and not repayment.

WHY HIP



% of adults in the U.S. who say their healthcare costs over the past two years caused a very or somewhat serious problem for their overall financial situation.*

44%

Set up a payment plan with a hospital or healthcare professional

42%

Spent all or most their personal savings

27%

Unable to pay for basic necessities, like housing, food, or heat

23%

Took on credit card debt that may be hard to pay back

IT'S ON THE SOA!

You can offer hospital indemnity plans at the initial offering of a Medicare Advantage plan because it is listed on the Scope of Appointment (SOA) form.

Scope of Sales Appointment Confirmation Form

The Centers for Medicare and Medicaid Services requires agents to document the scope of a marketing appointment prior to any individual sales meeting to ensure understanding of what will be discussed between the agent and the Medicare beneficiary (or their authorized representative). All information provided on this form is confidential and should be completed by each person with Medicare or his/her authorized representative.

Please initial below beside the type of product(s) you want the agent to discuss.
(Refer to page 2 for product type descriptions)

Stand-alone Medicare Prescription Drug Plans (Part D)

Medicare Advantage Plans (Part C) and Cost Plans

Dental/Vision/Hearing Products

Hospital Indemnity Products

Medicare Supplement (Medigap) Products

By signing this form, you agree to a meeting with a sales agent to discuss the types of products you initialed above. Please note, the person who will discuss the products is either employed or contracted by a Medicare plan. They do not work directly for the Federal government. This individual may also be paid based on your enrollment in a plan. Signing this form does NOT obligate you to enroll in a plan, affect your current or future enrollment, or enroll you in a Medicare plan.

Beneficiary or Authorized Representative Signature and Signature Date:	
Signature:	Signature Date:
If you are the authorized representative, please sign above and print below:	
Representative's Name:	Your Relationship to the Beneficiary:
To be completed by Agent:	
Agent Name:	Agent Phone:
Beneficiary Name:	Beneficiary Phone:
Beneficiary Address:	
Initial Method of Contact: (Indicate here if beneficiary was a walk-in.)	
Agent's Signature:	
Plan(s) the agent represented during this meeting:	Date Appointment Completed:
[Plan Use Only:]	
Agent, if the form was signed by the beneficiary at time of appointment, provide explanation why SOA was not documented prior to meeting:	

*Scope of Appointment documentation is subject to CMS record retention requirements *

Sample SOA form

Disclaimer: See your Medicare Advantage carrier for compliance specific details and regulations. Subject to change at anytime. Wellabe and other identities listed in this guide are not responsible for an agent's actions or interpretations of compliance regulations.

A photograph of two women sitting at a table in a meeting. The woman on the right is looking towards the woman on the left. The background is a brick wall. The text 'OFFERING HIP' is overlaid in large white letters on the right side of the image.

OFFERING HIP

Here are some sample phrases when discussing plan options with your clients and prospects. You can use these to help mold your own dialogue and techniques when conversing with your clients:

When reviewing the summary of benefits:

"When you are an in-patient at a hospital, your co-payments will be [\$] per [# OF DAYS]. However, we can add a hospital indemnity benefit to this to help offset or even eliminate this which I will cover shortly."

"I am going to review the Medicare Advantage plan with you along with some other benefits that may be available to you. If you have any interests in the additional coverage, let me know and I will be happy to cover them in greater detail."



When laying multiple options, many companies or services offer a three option approach. This approach helps streamline the decision for the client making it easier to pick their solution. This can work when offering hospital indemnity as well.

Here is an example offering for you to review and create your own offering to your clients. You may change out the benefits based on your clients needs.

"I am going to overview three options you have that many of my clients choose from.

Your first option would be the Medicare Advantage plan with full co-payments. Meaning; all the co-payments we discussed would be 100% out of your pocket. Your monthly premium would be [\$].

Your second option would add the hospital indemnity benefit which will help offset the hospital in-patient co-payments. Your total monthly premium would be [\$].

The other option would give you an additional layer of coverage for [COVERAGE RIDER, E.G. CANCER]. This would give you [BENEFIT] along with the hospital indemnity benefit for a monthly premium of [\$]."

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Hospital Indemnity Insurance¹

BASE PLAN BENEFITS²

• HOSPITAL CONFINEMENT BENEFIT

Pays a cash benefit for each day of confinement in the hospital. Applicants can choose the number of days per period of confinement (3,³ 6, 7, 8, 9, 10, 21, or 31 days) and the amount per day (from \$100 to \$600 in increments of \$25). After leaving hospital confinement and remaining out of the hospital for 60 continuous days, the policy's benefit period resets.

• OBSERVATION UNIT BENEFIT

Pays 100% of the Hospital Confinement benefit amount per day, for a maximum of six days per calendar year, while receiving services in a hospital observation unit as a result of a covered sickness or injury.

• EMERGENCY ROOM BENEFIT

For a maximum of four days per calendar year, pays \$150 per day while receiving services in a hospital emergency room as a result of a covered loss due to an injury.

• TRANSPORTATION AND LODGING BENEFIT

Pays \$100 per day, for a maximum of 10 days per calendar year, to cover transportation or lodging expenses incurred while receiving treatment in a hospital or medical facility located more than 50 miles from the insured's residence.

• INPATIENT MENTAL HEALTH BENEFIT

Pays \$175 per day of confinement in a hospital due to a covered mental or nervous disorder for a maximum of seven days per calendar year.



**Availability and plans may differ by states. Visit wellabe.com/signin state specific materials and benefits.*

Starting November 1st,
2023 Guaranteed Issue
Period is 60-79!

Policy highlights

- **Issue ages⁴**
18 to 85
- **Guaranteed issue period³**
Guaranteed coverage for those between the ages of 64 and 67, when the application is signed
- **Underwriting**
Simplified issue with limited health questions
- **Rates⁵**
Gender specific
- **Billing options**
Monthly, quarterly, semi-annually, and annually
- **Household discount**
7% discount on premiums if applicant lives with another adult⁶



OPTIONAL RIDER BENEFITS⁷

- **AMBULANCE SERVICES BENEFIT RIDER**
Pays \$250 per day for ground or air transportation, for a combined maximum of four days per calendar year. Subject to a lifetime maximum of \$2,500.
- **OUTPATIENT THERAPY/CHIROPRACTIC SERVICES BENEFIT RIDER**
Pays \$50 per day, with a choice of 15 or 30 days per calendar year, for outpatient therapy services for charges incurred as a result of a covered sickness or injury. Pays \$50 per day, for up to five days per calendar year, for chiropractic services.
- **SKILLED NURSING FACILITY BENEFIT RIDER⁸**
Pays \$100, \$150, or \$200 per day, for up to 50 days, when the insured is confined to a skilled nursing facility. Restoration of benefit is allowed once during the lifetime of this rider.
- **LUMP SUM CANCER BENEFIT RIDER**
Pays \$1,000; \$2,500; \$5,000; \$7,500; or \$10,000 with first diagnosis of internal cancer or malignant melanoma. Maximum of one payment, and coverage will terminate after payment of benefit. Only available for persons up to age 80.
- **LUMP SUM HOSPITAL CONFINEMENT BENEFIT RIDER**
Pays \$250, \$500, or \$750, for up to three benefit periods each calendar year, when the insured is confined to a hospital.
- **OUTPATIENT SURGERY BENEFIT RIDER**
Pays \$250, \$500, \$750, or \$1,000, for up to two days each calendar year, for outpatient surgery.
- **URGENT CARE CENTER BENEFIT RIDER**
Pays \$50 per day, for up to four days each calendar year, for urgent care services.

1. This policy is called Hospital Confinement Insurance in AR, Fixed Indemnity Insurance Policy in CO, Hospital Confinement Indemnity Insurance in PA, Hospital Limited Benefit Indemnity Insurance Policy in UT, and Limited Benefit Hospital Indemnity Insurance Policy in VA.
2. Benefit options may vary by state.
3. Not available in Oregon.
4. In KS and MT, the issue ages are 50 to 85 years old.

5. In Colorado, rates are unisex.
6. Varies by state.
7. Optional riders and benefit options may not be available in all states. In Pennsylvania, each rider name begins with "Supplemental."
8. This rider is called Nursing Facility Benefit Rider in IA and Nursing Facility Indemnity Benefit Rider in WA.

MARKETING HIP SEND A LETTER



In the world of rapid responses, sending an actual letter can make you stand out from your competition.

These letters are great to send to your current clients and prospects to remind them there are options to reduce their hospital expenses.

Download these sample letters to use and modify.

Created using Canva - Free online creation software.



DOWNLOAD



NOTE: Medico and any other identity does not endorse any use of generic materials or third party software. Agents assume all risk when using generic materials including local, state, and federal rules and regulations. Check compliance and regulations prior to use.

MAILER TIPS



Here are some tips to maximize your mailing campaign:

Handwrite the envelope

People love a personal touch. Seeing a handwritten envelope tells the client an actual person sent this letter and make it stand out from the autogenerated envelopes.

Go even one step further and use blue or a different color ink other than black to really stand out.

Follow-up

While there is contact information on the letter, only a small fraction may reach out. However, if you follow-up with a call this may spark your client's interest even more and start the dental dialogue.

Send another letter - The Rule of 7

The Rule of 7 states a prospect needs to "hear" the advertiser's message at least 7 times before they'll take action. While sending seven letters may seem overwhelming, sending a second letter a few weeks after the initial letter may help prospects pick up the phone.

OTHER IDEAS



Social media

The senior market has been one of the fastest growing segments to use social media.

Download some generic social media graphics to use in your social media feeds, newsletters, or other online platforms.

DOWNLOAD



Other Lines of Coverage

Hospital Indemnity plans also work with other lines of coverage such as:

- ACA plans
- Group benefits
- Union insurance
- Etc.

Since hospital indemnity is a stand-alone indemnity product, it will not effect their current coverage.

Your partners in success



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Agent Support
800.547.2401 Option 3
wellabe.com/signin

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