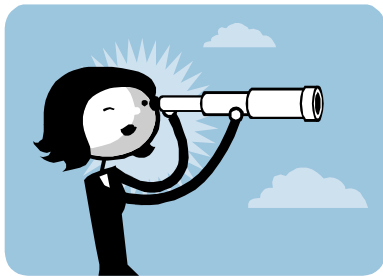


## Agent Sales Tips: Consumer-Driven Health Plans (CDHPs)

Use what you know about CDHPs to sell individual health insurance!



Consumers are beginning to take more control over their health care decisions. They're getting more involved in the process of selecting the right health plan to meet their needs, determining how much money they should save for health expenses, and even seeking ways to save money on medical treatments, procedures, and supplies such as prescription drugs. As a result, CDHPs are becoming more popular in the marketplace. Would a CDHP be the most appropriate coverage option for any of *your* clients?

**Become a good fact finder!** As you work with your clients and prospects who need individual or family health insurance, what exploratory questions are you asking them? Top agents identify their clients' needs and ask lots of questions up-front to help them successfully sell the right plans to the right people. No matter how old your clients are or in what stage of life, be sure to find out how much coverage they think they need, how much they can realistically afford, and then show them how you can help them find what they're looking for!

To help you educate your next client on their individual health insurance options and determine what health plan they should select, ask yourself some questions:

- ✓ Do they understand their health coverage alternatives?
- ✓ What health benefits are they actually *using* or plan to use?
- ✓ How much do they need to save to meet health care expenses?
- ✓ Which type of health insurance product will *best* meet their benefit and budget needs?

**Try these sales strategies to sell CDHPs:**

### SalesTip One: Cross-Sell

Individual health (IH) products—especially today's lower-cost consumer-driven plans—can help you “get your foot in the door” with new clients who want to talk with an agent about finding affordable coverage. Creating relationships with people, building their trust, and taking care of their health insurance needs can lead to a lot more sales down the road! So help them find IH insurance today and sell other insurance and financial products as new needs arise.

Ask your existing clients if their health insurance needs are being met affordably. Find out how much they're paying out-of-pocket each month and if they're using all of their plan benefits—a CDHP might work well for them. As their multi-line insurance agent, you can match them with suitable health coverage and also begin dialogue concerning their other insurance needs!

### SalesTip Two: Mix-and-Match

Many agents take a mix-and-match approach with their family clients. Kids are often the best candidates for comprehensive, benefit-rich plans, and many child-only plans are priced for children. But their parents might not need such rich coverage or their budgets won't allow for it. Protect the kids with a comprehensive plan and put the parents on a basic benefit plan or a HSA plan—and you satisfy everyone in the family while saving them money.

Often times women want more comprehensive insurance—they're more conscientious about annual exams and they tend to be more proactive with preventive care. When compared with men across all age ranges, women simply use more insurance coverage! Why not place the woman of the family on a comprehensive plan, and put the man of the house on a basic benefit plan that will cover his needs while saving the family money?

You can also...

- Put some family members on high deductible health plans with health savings accounts
- Put parents on basic benefit health plan and kids on comprehensive plan
- Place husband on a basic benefit plan and wife on comprehensive plan

### **SalesTip Three: Education Approach**

Many consumers need a helping-hand when learning about how insurance works. As the industry changes and more CDHPs emerge, consumers of all ages need their agents to help them understand their coverage options. Most people want to know how to save money and also take advantage of the health plans they're paying for every month. They're hearing about consumer-driven health care in the media and are confronted with even more messages from the government and advertisers about health insurance and medical spending. You can be your clients' best resource—consult with them, help identify their particular needs, and match them with the health plans that will work for them! Here are some ideas...

- Learn more about basic benefit, high deductible health plans and HSAs
- Explain the value of health insurance to younger clients
- Teach all clients about cost-sharing and the importance of preventive care

### **SalesTip Four: Other Ideas**

- **Show a quote!** Compare the prices of different plans, from comprehensive to basic benefit major medical plans. Let clients see exactly what they're getting for the money they put out each month in premiums. Getting them to a happy medium—to a comfort level—is something successful agents do beautifully.
- **Take advantage of the resources provided by insurance carriers.** To help you do your job selling, companies like Celtic offer free marketing materials and sales support services. Use their marketing materials, talk with their reps, and strategize on other ways to market to your community's uninsureds.

When considering various health plan options, keep in mind...

- ✓ IH clients might need other insurance or financial products, or vice versa!
- ✓ Many of your younger clients need basic, affordable health insurance
- ✓ You can ask your established clients if they have children in the 19-34 age range
- ✓ Basic benefit plans appeal to the broadest market of consumers
- ✓ A HSA plan is a great fit for a client who wants to save money for future health expenses

Call a Celtic District Sales Manager at **(800) 477-7990** for answers to your questions, rate quotes, product information, sales and prospecting materials, and more! Visit **[www.celtic-net.com](http://www.celtic-net.com)** for service at your fingertips.

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