

The Evolution of the Health Insurance Market



The ACA is Creating New Opportunities

∞ Shift in how employers and employees view benefits

- Small Group and Individual market rules more similar
- Subsidies available in individual market NOT group market
- Premiums in individual market more attractive for 60-70% of employees
- Employers see their money and their employees money going farther with alternative strategies



∞ Huge Shift but who is ready to help there clients?

- Brokers confused
- Rules keep changing or being delayed
- Employers are being forced to act without proper guidance



Youngest Billionaires 2014:
31 Under 40



Intelligent Forklifts Reshape
The Warehouse



Social Entrepreneurs Attack
Hunger With Eco-Friendly
Clothing

Obama administration knew that Obamacare would disrupt private plans

If you read the Affordable Care Act when it was passed, you knew that it was dishonest to claim that "if you like

Obama Officials in 2010: 93 Million Americans Will Be Unable To Keep Their Health Plans Under ObamaCare

How many people are exposed to these problems? 60 percent of Americans have private-sector health insurance. As to the number of people facing cancellations, 51 percent of the employer-based market plus 53.5 percent of the non-group market (the middle of the administration's range) amounts to 93 million Americans.

<http://www.forbes.com/sites/theapothecary/2013/10/31/obama-officials-in-2010-93-million-americans-will-be-unable-to-keep-their-health-plans-under-obamacare/>

By coverage of this issue," Carney was referring to two articles. The first, by Chad Terhune of the *Los Angeles Times*, [described](#) a number of Californians who are seeing their existing plans terminated and replaced with much more expensive ones. "I was all for Obamacare until I found out I was paying for it," said one.

The [second article](#), by Lisa Myers and Hanna Rappleye of NBC News, unearthed the aforementioned commentary in the *Federal Register*, and cited "four sources deeply



ACA – Employer Impacts

☞ Coverage requirements

- Minimum essential benefits
- Rating rules

☞ Mandates and penalties

- Mandate
- Penalties – Delayed but still on employer's minds

☞ Costs

- Premium increases
- New taxes
- Tax credits

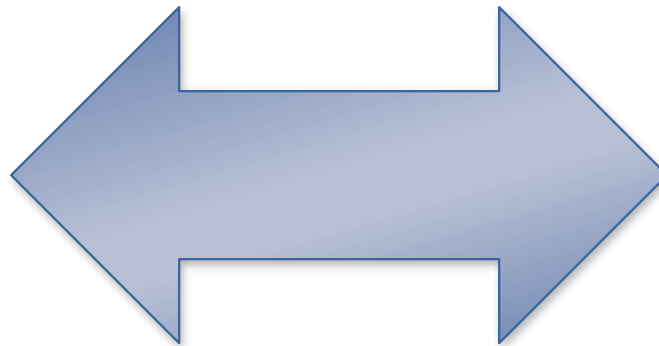
Individual and Employer Responsibilities

	Individual	Small Group	Large Group
Mandate	<ul style="list-style-type: none"> Must have a qualified health insurance plan that meets all requirements Plan can be: <ul style="list-style-type: none"> Government plan (medicare, medicaid) Bronze or better from individual market Employer plan 	<ul style="list-style-type: none"> Must offer qualified coverage – meeting all coverage requirements Must offer affordable coverage – cost to employees for employee only coverage cannot exceed 9.5% of modified adjusted gross income 	<ul style="list-style-type: none"> Must offer qualified coverage – meeting all coverage requirements Must offer affordable coverage – cost to employees for employee only coverage cannot exceed 9.5% of modified adjusted gross income
Penalties	<ul style="list-style-type: none"> 2014 – Greater of 1% of household income or \$95 per adult and \$47.50 per child (up to \$285 for a family) 2015 – Greater of 2% of household income or \$325 per adult and \$162.50 per child (up to \$975 for a family) 2016 - Greater of 2.5% of household income or \$695 per adult and \$347.50 per child (up to \$2,085 for a family) 	NONE	A – Does NOT offer coverage <ul style="list-style-type: none"> \$2k penalty per full-time employee with first 30 excluded Not tax deductible B – DOES offer coverage <ul style="list-style-type: none"> \$3k penalty per full-time employee that gets a tax credit Not tax deductible
Tax Credit or Subsidy	<ul style="list-style-type: none"> Subsidy available on sliding scale for anyone making less than 400% of the Federal Poverty Limit Insurance premiums tax deductible for 1099 contractors 	<ul style="list-style-type: none"> Tax credit for employers contributing at least 50% of premiums, with 25 or fewer employees, and average income of \$50k or less Insurance premiums tax deductible for employer and employee 	<ul style="list-style-type: none"> Insurance premiums tax deductible for employer and employee

Before 2014

Small Group Insurance

- Guaranteed Issue
- Covered pre-ex
- Employer Contribution
- More state and federal mandates
- Generally more expensive



Individual Insurance

- UW in 45 of 50 states
- Most did not cover pre-ex
- Employer Contribution
- Fewer mandates
- Generally half the price of group insurance

After 2014

Small Group Insurance

Individual Insurance

- Guaranteed Issue
- Covered pre-ex
- Essential benefit requirements
- More state and federal mandates
- Generally more expensive

SHOP

No subsidies for employees

Potential tax credit for employer

- Employer mandated to provide – penalty delayed
- Minimal tax credit available if qualified (25 or fewer employees making \$50k or less)

- Mandated to own – penalty not delayed
- Subsidies to help those making less than 400% FPL and not offered through employer

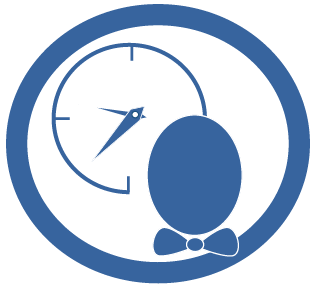
Fed/State Exchange

Subsidies

Market Types



Small Groups
(<50 FTE)



Part Time/
Non Eligible/
COBRA
Employees



Individuals/
Families
Under 65



Large Groups
(>50 FTE)



Over 65



Associations

AHCP – The Right Business Partner

Health Reform is changing the way American's look at insurance and employee benefits. Finally you have a partner that can help you meet all of your clients needs.

Enrollment and Communication

- Online
- Telephonic
- Face to Face

Technology Platforms

- Individual
- Group
- Group/Individual Hybrid

Products

- 50 state footprint over 100+ top national and regional carriers
- Unique self-funded alternative for small businesses
- Supplemental insurance carrier

AHCP – The Right Business Partner

Having the right tools, products and services only gets you half way there. Knowing how to use them and how to find new opportunities to earn revenue is really the key.

Sales Support

- Marketing ideas and support
- Sales support at prospect: face to face, webcast, telephonic

Program management

- Implementation timeline and execution
- Reporting
- Customer service and support



Health
Insurance



Auto
Insurance



Homeowners
Insurance



CD
Alternative



Long Term
Care



Wealth
Transfer

[Home](#) > [Health Insurance](#)

Health Insurance

Major Medical

Short Term Medical

Medicare Supplement

Senior Medical

HSA Health Plans

LIVE AGENT
CHAT

[Home](#) > [Health Insurance](#) > [Major Medical](#)

Major Medical

With access to all the major carriers, we help you compare all the options!

When you work with us, you can expect:

- One-on-one consultation with a licensed benefit advisor and full application support
- Customized benefit packages with more protection within your budget.
- Easy paperless application process with an application specialist to save you time and ease the process - all on one phone call!

By clicking 'Get Quote' or 'Get My Quote', I am requesting an insurance and/or insurance related product quote and authorize VelaPoint LLC Insurance, its agents or affiliate/partner companies to contact me (even if I'm on a state or national do not call registry) at the e-mail, mobile phone and/or landline information I submitted, to provide me a quote or to obtain additional information needed to provide me a quote and to follow up with respect to a quote thereafter. The company may contact me through the use of an automated dialer or by use of a prerecorded message. I acknowledge that I am not required to authorize such marketing calls as a condition of purchasing a policy.

Get a Quote

First Name *

Last Name *

Email *

* At least one phone number is required

Mobile Phone *

Alternate Phone *

Zip Code *

National Producer Number *

SUBMIT

LIVE AGENT
CHAT

VelaPoint

☞ Telephonic Enrollment Center

- We navigate employees, members, and individuals to insurance plans that fit their needs – all telephonically
- We are located in the Pacific Time Zone, which allows for the highest contact rates and convenience for our customers
- We can reach our customers (and vice versa) whenever is convenient for them.



- ☞ Life
- ☞ Medical
- ☞ Dental and Vision
- ☞ Critical Illness and Accident
- ☞ Long Term Care
- ☞ Home and Auto



Business Process Flow

Prospects

Dedicated 800 Number and/or Inbound Leads

API feed into CRM delivers leads automatically in real-time

Call is routed through the IVR system to licensed agent with a 30-second average answer speed

Personalized quotes built with top carriers

~
Multiple products offered with a 60%+ cross-sale rate

Electronic application built in seconds over the phone;

~
Call is warm-transferred to an Application Professional

POLICY ISSUED

Dedicated Case Managers push applications through UW with a 75% placement rate

Leads

Sales

Processing

PROSPECT

Business Process Flow

POLICY ISSUED

Welcome and On-Boarding phone call

Cross-Sell policies to round out the book of business

Claims, endorsements certificates of insurance

Renewals

Client Services

Marketing Programs to Key Opportunities



E-mail Programs



- New Client Welcome e-mails
- Quarterly Newsletters
- Open Enrollment Information



Banner Links



- Health Quotes within Seconds
- Ability to Apply Online
- Enrollment Calls upon Clicking



Pre-programmed Calls



- Text Message Campaigns
- 90-Day Touch Points
- Annual Loyalty Programs

White Labeling Offered Across All Marketing Opportunities

National General National Health



NATIONAL HEALTH INSURANCE COMPANY

Worksite Products



Customizable solutions for individuals, families, employer groups, and associations.



Supplemental, Accident, & Health Products

- ☞ Critical Illness
- ☞ Fixed Indemnity
- ☞ Limited Medical Benefit Plans
- ☞ Short Term Disability
- ☞ Long Term Disability
- ☞ Dental
- ☞ Accident
- ☞ Vision
- ☞ Life
- ☞ Stop Loss

Property and Casualty



Our P&C segment operates its business through two primary distribution channels: agency and affinity. Our agency channel focuses primarily on writing standard and sub-standard auto coverage through our network of over 19,000 independent agents. We offer a broad range of products through multiple distribution channels.



Product Offering

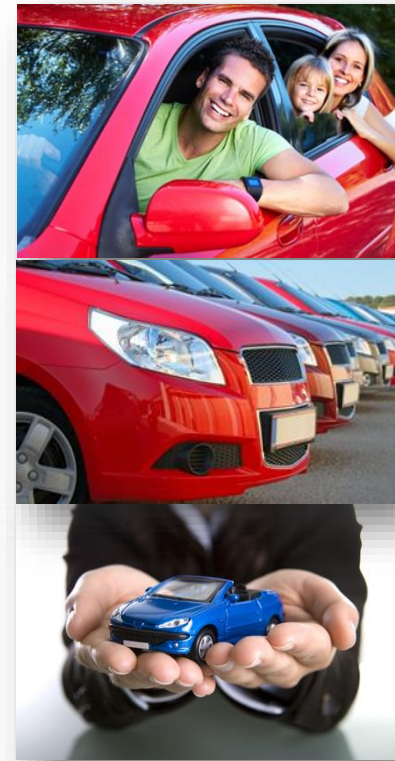
- ∞ Standard and preferred automobile insurance
- ∞ Sub-standard automobile insurance
- ∞ Recreational vehicle insurance
- ∞ Commercial automobile insurance
- ∞ Motorcycle insurance
- ∞ Homeowners' insurance

Small Group Exchange: Auto



Over 1 million current policyholders enjoy the following benefits:

- **Special Affinity Rates**
 - Available to Partner Members
- **Guaranteed Claims Service Satisfaction**
 - Or the member's deductible is waived, up to \$250
- **SmartValet**
 - We'll pick up the member's damaged vehicle and bring him or her a rental car after a claim is processed. Once the vehicle is repaired, we will deliver it directly to the member and return the rental car!
- **Emergency Expense Allowance**
 - We cover up to \$500 in food, lodging and travel expenses after a covered claim
- **SmartInspect**
 - Once the member's car has been repaired after a claim, we will re-inspect it upon request to ensure it is in top condition



TABS



The Association
Benefits Solution

A unit of GMAC Insurance

Self-Funded Group



What Is It?

- Cutting edge group health solution to select affinity groups or associations looking to gain control of their benefit costs
- The TABS solution is designed for all employers (minimum of 10 benefit-eligible employees) within the affinity group/association
- The driving principle of the TABS solution is linking an employer's medical benefit costs to the actual claims incurred by its employees
- Our unique product empowers employers, via a partially self-funded arrangement, with the opportunity to earn a credit toward future premium if their claims are favorable

Self-Funded Group



Unique “Limited Risk” Stop Loss Model

Employer deploys a self-insured program and purchases a stop loss policy that attaches at 75% of expected claims, delivering much of the certainty of a conventional fully-insured program but the savings and flexibility of a self-insured program

- Monthly billing rates are fixed and reflect maximum amount the employer will need to fund, barring significant enrollment drop or employer contractual breach
- If claims are below the stop loss point, account balance rolls over to following year to reduce monthly claim funding; *employer is directly credited with the savings from low claim years*

Support and Service

- Group medical and managed care
- Group life, short term and long term disability
- Group legal coverage
- Dental/Vision
- Prescription drug
- Voluntary payroll deduction products:
 - Supplemental life
 - Disability
 - Dental
 - Long term care
 - Cafeteria planning
 - Individual and temporary medical coverage
 - Administration and consolidation of billing
 - COBRA administration
 - Section 125 plan administration
 - Cafeteria plan administration

Benefit Elect & Communication Partners



Exchange Technology



Benefit Elect is a technology solution specializing in employee benefit enrollments

- Provides employees with an easy way to choose plans and track their plan costs
- Provides the employee with personalized insurance consultation through a call center
- Incorporates calculators that simplify the process for the employee
- Offers customizable platforms to display employer's logo/colors/photos and/or restrict/promote products

A screenshot of the Benefit Elect website interface. At the top left is the Velapoint logo, a green stylized 'V' with the text "VELAPOINT" below it. At the top right are links for "Login" and "Register" with a small user icon, and the date "Tuesday, June 18, 2013". Below the header is a navigation bar with a "Home" button. The main content area features a large banner image of a family (a man, a woman, and two children) walking outdoors. Below the banner is a "Login" section with two tabs: "Account Login" and "Site Login". The "Account Login" tab is active, showing fields for "User Name:" and "Password:", a "Login" button, and a "Remember Login" checkbox. Below these are links for "Register" and "Forgot Password?". To the right of the login fields is a paragraph of text: "If you have not logged in to this site before, you will need to register for an account by clicking on the Register link on the upper right-hand corner of this page or by clicking the Register link below the login button just to the left of this paragraph." At the bottom of the page is a footer with "Privacy Statement" and "Terms Of Use" links, a "Home" button, and a copyright notice: "Copyright (c) 2001-2013 by Communication Partners, Inc."

Exchange Technology



Benefit Snapshot

- 'Benefit Snapshot' shows the employee's current elections
- Calculator on the left hand margin shows the cost of each coverage as it is elected
- 'Roadmap' in the left hand margin shows the employee's enrollment options

Your Benefits Snapshot

Here is the summary of your **current elections for 2012**.
When you are finished reviewing your current elections, click on the "Continue" button.

Benefit Elections

Benefit	Coverage	Cost
<input checked="" type="checkbox"/> Medical	Waived Coverage	\$ 0.00
<input type="checkbox"/> Dental	HDS - Employee and Family	\$ 14.15
<input type="checkbox"/> Vision	Waived Coverage	\$ 0.00
<input type="checkbox"/> Health Care Spending Account	Waived Coverage	\$ 0.00
<input type="checkbox"/> Dependent Care Spending Account	Waived Coverage	\$ 0.00
<input type="checkbox"/> Long Term Disability (LTD)	60.00% of monthly salary (\$2,000)	\$ 0.00
<input type="checkbox"/> Additional LTD Coverage	66.66% of monthly salary (\$2,811)	\$ 1.17
<input type="checkbox"/> IB Paid Term Life	Employee Only - \$50,000	\$ 0.85
<input type="checkbox"/> Additional Term Life	Dependent Life Insurance 25K/2K - Spouse - \$25,000, Children - \$2,500	\$ 1.47
<input type="checkbox"/> Dependent Life Insurance	AD&D Insurance 3.50X annual salary	\$ 2.21

Dependent Information

Name	Relationship	SSN	Birth Date	Sex
CHARLENE QUINN	Spouse	888000515	12/1/1958	M
CERWIN QUINN	Child	888000525	10/2/1993	M
CHARANNE QUINN	Child	888000535	2/13/1995	F
CHRISTIAN QUINN	Child	888000545	10/10/1999	M

Benefit Elections

- Under each line, the employee will be given multiple enrollment options with or without dependents
- The calculator automatically updates as the employee elects coverage

Your Medical Benefits

Below are your medical benefit choices for 2012. Please select your medical plan and coverage level choice below. After you select your plan and level choice below, indicate which dependents you want to cover in the medical plan.

All rates below are already reduced by the \$100 IB Dollars. Should you choose to waive your medical benefit, you will be credited \$100 monthly.

For a detailed comparison chart on the different plans, please [click here](#).

CURRENT ELECTION (Waived Coverage)

Options	Coverage Category	Weekly Cost	Election
Vision	Employee Only	\$11.25	<input type="radio"/>
	Employee and Child(ren)	\$84.75	<input type="radio"/>
	Employee and Spouse/DP	\$102.25	<input type="radio"/>
Preferred Provider Plan	Employee and Family	\$116.00	<input type="radio"/>
	Employee Only	\$2.50	<input type="radio"/>
	Employee and Child(ren)	\$69.25	<input type="radio"/>
CompMed	Employee and Spouse/DP	\$83.75	<input type="radio"/>
	Employee and Family	\$95.00	<input type="radio"/>
	Employee Only	\$11.25	<input type="radio"/>
Health Plan Hawaii Plus	Employee and Child(ren)	\$81.50	<input type="radio"/>
	Employee and Spouse/DP	\$98.25	<input type="radio"/>
	Employee and Family	\$111.50	<input type="radio"/>
Critical Illness	Employee Only	\$3.00	<input type="radio"/>
	Employee and Child(ren)	\$86.25	<input type="radio"/>
	Employee and Spouse/DP	\$104.00	<input type="radio"/>
Kaiser	Employee and Family	\$118.00	<input type="radio"/>
	Employee Only	\$11.25	<input type="radio"/>
	Employee and Child(ren)	\$83.00	<input type="radio"/>
Kaiser Added Choice	Employee and Spouse/DP	\$112.50	<input type="radio"/>
	Employee and Family	\$127.25	<input type="radio"/>
	Employee Only	\$6.25	<input type="radio"/>
Declined Medical Coverage			<input type="radio"/>

Exchange Technology



Voluntary Products – Eligibility

- For voluntary products that may require additional underwriting, the enrollment system will automatically prompt enrollees to answer questions
- The system can inform the employee during the enrollment if he or she does not qualify for a product based on his or her answers

Enrollment Summary

- The 'Enrollment Summary' outlines the specific coverages the employee enrolled in and waived
- At any point during the enrollment period, the employee can go back and adjust his enrollment (e.g., change plans, add or remove dependents, etc.)

Benefit ELECT

User Detail
Employee: MARCUS QUINN
Change My Password
Logout

Weekly Totals
Pre-Tax Deductions: \$ 136.11
Post-Tax Deductions: \$ 9.45
My Total Deduction: \$ 145.56

Benefits Navigation

About you
About your Dependents
About your Beneficiaries
Your Benefits Snapshot
Medical
Dental
Vision
Health Care Spending Account
Dependent Care Spending Acct
Long Term Disability (LTD)
Additional LTD Coverage
IB Paid Term Life
Additional Term Life
Dependent Life Insurance
AD&D Insurance
Critical Illness

Critical Illness Coverage

Please answer the following question(s):

Question & Answer

1. Actively at work?
Actively at work means that you spend more than 30 hours a work at your primary job performing your primary job duties.

Yes
 No

Save & Continue

User Detail
Employee: MARCUS QUINN
Change My Password
Logout

Weekly Totals
Pre-Tax Deductions: \$ 108.77
Post-Tax Deductions: \$ 11.81
My Total Deduction: \$ 120.58

Benefits Navigation

About you
About your Dependents
Your Benefits Snapshot
Medical
Dental
Vision
Health Care Spending Account
Dependent Care Spending Acct
Long Term Disability (LTD)
Additional LTD Coverage
IB Paid Term Life
Additional Term Life
Dependent Life Insurance
AD&D Insurance
Critical Illness

Enrollment Summary

Here is a summary of your benefit elections. Please carefully review all of your elections to make sure you are satisfied with your choices. Also, be sure to review the information about your covered dependents and/or beneficiaries. If you are satisfied with your elections, you can finalize them by entering your PIN and clicking the "Submit Elections" button at the bottom of the screen.

Benefit Elections for MARCUS QUINN

<input checked="" type="checkbox"/> Benefit	Coverage	Effective Date	Employee Contribution
Medical	CompMed, Employee and Family	08/01/2013	* \$ 95.00
Dental	HDS, Employee and Family	08/01/2013	* \$ 11.47
Vision	Vision Service Plan, Employee and Family	08/01/2013	* \$ 2.30
Health Care Spending Account	Waive Participation	08/01/2013	\$ 0.00
Dependent Care Spending Acct	Waive Participation	08/01/2013	\$ 0.00
Long Term Disability (LTD)	Waive Participation	08/01/2013	\$ 0.00
Additional LTD Coverage	60.00% of monthly salary (\$3,500)	08/01/2013	\$ 0.00
IB Paid Term Life	0.00% of monthly salary (\$000)	08/01/2013	\$ 0.00
Additional Term Life	1.5X annual salary - \$130,000	08/01/2013	\$ 0.00
Dependent Life Insurance	0X annual base salary additional coverage-\$000	08/01/2013	\$ 0.00
AD&D Insurance	Waive Coverage	08/01/2013	\$ 0.00
Critical Illness	Waive Coverage	08/01/2013	\$ 0.00
Critical Illness	\$25,000	08/01/2013	\$ 11.81

My Forms
My IB Benefit Guide

Pre-Tax Weekly Cost	\$ 108.77
After-Tax Weekly Contribution	\$ 11.81
Total Weekly Contribution	\$ 120.58

Exchange Technology



Household Information

Number of people in the household

Annual Household Income

Your federal poverty level **212%**

Enrollee Information

Only enter members of your household who would enroll in Exchange coverage.

Age of the first adult

Age of spouse

Number of children under age 21

Number of children age 21-25

Monthly Household Cost

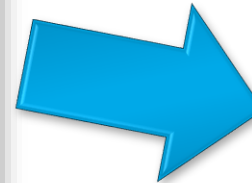
Estimated monthly silver plan premium (without subsidy) **\$1,136**

Estimated tax credit from the government **\$856**

Your estimated monthly silver plan premium **\$280**



On Exchange



Off Exchange

Communication and Education



Newsletters

Enrollment Guides

Benefit Highlights Brochures

Summary Plan Descriptions

Benefit Statements

Posters

Newsletters

Newsletters describe plan information, changes, and enrollment requirements in a reader-friendly, overview format. Also may be used as an educational tool to align managers with human resources goals.



Communication and Education



Eligibility and Enrollment
What's on the Menu?
Carrier Resources



Serving up Your Benefits for 2013!

You Are Our Recipe for Success.

Rubio's

Please turn up the volume on your computer

Skip

- Benefits Presentation
- Why Change?
- What's Changing?
- 2013 Medical Options
- What's Not Changing?
- What is CDHP with an HSA?
- 2013 Employee Monthly Contributions
- Making an Informed Decision
- Thank You

Haga clic aquí para la presentación en español

Benefit Plan Changes Are Coming for 2013

Open Enrollment Period
November 1 - 19, 2012

University of San Diego



AHCP – The Right Business Partner

Health Reform is changing the way American's look at insurance and employee benefits. Finally you have a partner that can help you meet all of your clients needs.

- ☞ Enrollment and Communication
- ☞ Technology Platforms
- ☞ Products
- ☞ Sales Support
- ☞ Program management

AHCP – The Right Business Partner



Carolyn Constant
AHCP Trainer



Brad Lacey
AHCP
President



Nikki Cortez
AHCP Director
of Operations

AHCP – Upcoming Webinar series

Agent Quick Start Webinar


- ∞ Tools to use
- ∞ Unified Benefit Solutions- Virtual Assistant Program- Special pricing for AHCP Elite Agents

4 Part Webinar Series (Available On-Demand May 5th) New Concepts at Work – *What you need to know to be successful in the wake of Health Reform.*

- ∞ Target Markets – *Where is the low hanging fruit?*
- ∞ Employer Decision Tools – *The Essentials for Success*
- ∞ Package Selling - *Maximize their benefits and your commission*

Getting Started- Popular Option



AHCP partners with  Unified Benefit Solutions to bring you the Virtual Assistant tool. You will receive correspondence from your UBS campaign manager.

Getting Started- 5 Steps

Step 1:

[Create your custom campaign.](#)

Step 2:

Respond to email by setting up your own password to your online account.

Step 3:

Accept your campaign estimate which will arrive via email.

Step 4:

Log into your account and pay your invoice to start your campaign.

Step 5:

Use online support portal (tab) for all additional requests and check your account frequently for updates.



Virtual Assistant Campaign

Campaign Type (Select One Per Campaign)

- Individual Market
- Group Market
- Defined Contribution
- Senior Market

Options (Select One Per Order)

- \$250/5 Appointments
- \$500/12 Appointments
- \$750/17 Appointments

Full Name*

Address [Street Address, City, ST ZIP Code]*

Mobile Phone Number*

Other Phone

E-mail*

Cell Phone Service Provider*

NPN #

List the insurance carriers you are contracted with