

Winning Tactics to Attract Med Supp Switchers

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Med Supp plans represent opportunities for you and your clients alike. Switching to a Humana Med Supp plan can offer savings and extra services to clients while building your book of business outside of Annual Enrollment Period (AEP). The question is, how do you help clients who are currently with other carriers to make the switch?

Fortunately, you already have lots of tools to help bring clients from awareness to enrollment. In this article, you'll learn six of the best tactics and tools to use throughout the lead-generation and sales cycle.

Lead-generation tactics to draw in prospective switchers

According to Deft research¹, clients are more likely to switch when they're assisted by an agent. However, many clients aren't even aware that Humana Med Supp offers competitive premiums and extra services. Here are some ways to entice clients with the opportunity to save and simplify through Humana.

1. Share Humana's competitive premiums

According to Deft research, premium dissatisfaction is the main trigger of Med Supp carrier switches. Humana achieves above-parity pricing in the select markets shown on this [heatmap](#), making them prime places to start attracting carrier switchers.

A very appealing aspect of Humana's competitive premium rates is the new Enhanced Household Premium Discount that is in the process of rolling out. Currently, a household premium discount is available but only when both residents of a household own a Humana Med Supp plan, but this discount is getting a boost. Here is a preview of the new enhanced household discount:

- Currently, the discount is only available on the Humana Achieve Med Supp Plans.
- Thirteen states have been approved already, including Arizona, Arkansas, Georgia, Illinois, Iowa, Louisiana, Michigan, Mississippi, Nebraska, North Carolina, Tennessee, Texas and Wisconsin. Information will become available as the new Enhanced Household Discount is approved in other states.
- Applicants are eligible for a premium discount if they reside with their spouse (including civil union/domestic partner) or have continuously resided with at least one, but no more than three, other adults in the past 12 months. Information will become available as the new Enhanced Household Discount is approved in other states.
- The new Enhanced Household Discount is only available to new policyholders. For an existing policyholder to receive the discount a new application would be required, which may be subject to underwriting. For more information on underwriting, refer to the Sales Agent Field Guide: Humana Medicare Supplement Plans and the Underwriting Reference Guide for Licensed Sales Agents through the [Vantage portal](#).

2. Promote with MRC assets

The Humana [Marketing Resource Center \(MRC\)](#) provides a wide array of materials to help you reach out to clients. These provide a quick and efficient way to reach out with information. Materials, such as leave-behind posters and flyers, can be shared at centers of influence, and direct mail can be especially effective at reaching the Med Supp audience.

3. Leverage your network of referrals

Harness the power of word of mouth and referrals from your existing clients. If you helped them save on monthly premiums, encourage them to share with friends. You can also position yourself with B2B centers of influence as the go-to Med Supp expert. Chambers of commerce, large employers, realtors, financial planners and other organizations that serve the Med Supp audience can all funnel prospects who are curious about better rates your way.

Sales tactics to connect clients with the right plan

Once you have clients' attention, here are some ways to close the deal.

4. Conduct a thorough NEADS Analysis

Be sure you perform a thorough Now-Enjoy-Add/Alter-Decision-Summary (NEADS) analysis. Taking the time to learn about your client's budget, lifestyle and coverage needs lets them know you care and helps guide them to the plan that suits them best. It also helps ensure that you engage in a compliant manner and that you don't overlook aspects of the situation that could cause a client to switch plans later.

5. Compare costs side by side

Your clients trust you to educate them about Med Supp plans. Helping them weigh costs and benefits by comparing various plans side by side is a great way to inform and engage them. Be sure you know the subtle nuances of plans and how they will impact your client to help them clarify the pros and cons.

Other than saving on premiums, don't forget to compare the value and convenience of other benefits for being a Humana member unless you are in Connecticut, Georgia, Illinois, Kansas, or New York. In these states, the mention of extra services during sales is not allowed, and can only be discussed with a policyholder post-enrollment. Extra services may include:

- Discounts on prescription drugs, vision and hearing²
- SilverSneakers® membership (not available with Humana Achieve plans)
- Well Dine® meals after surgeries²
- HumanaFirst® 24-hour nurse advice line

Not only can these extra services directly or indirectly save money, but your client may also appreciate the convenience and peace of mind that these services provide.

6. Promote Humana's value proposition

Human care is the foundation of Humana's value to clients. Including Med Supp as part of your sales strategy helps deliver the right plan for clients' needs. Be sure you emphasize Humana's competitive premiums, simplified budgeting without the unanticipated and surprise costs and extra services.

Let clients know you care

Help clients take advantage of Humana's competitive premium rates and extra services. Start by reaching out to let clients know that Humana's affordable rates, generous discounts and services could save them money. Be sure to get the word out by leveraging [MRC](#) assets, word of mouth and referrals.

When it's time to talk about the details, be sure to conduct a thorough NEADS conversation and proactively compare plans to help clients find the right one. And remember, it all comes back to human care. Help your client find the plan that best addresses their needs with low premiums, stable costs and extra services that make life easier.

Don't forget that, other than year-round earning opportunities, you can earn Reach Rewards points for every Med Supp sale and points for completing sales with Humana's online sales tools, such as [FastApp](#). Humana also offers periodic Reach Rewards Med Supp bonus programs. From April 15, 2022 to June 30, 2022 you can earn 50 bonus Points per Med Supp enrollment if you sell a minimum of 3 new policies, regardless of Med Supp policy type. Contact your local support team for more information.

¹Medicare Shopping and Switching Study, Senior Market Insights Service, Part 1," Deft Research, last accessed March 31, 2022, <https://www.deftresearch.com/smis-medicare-shopping-switching-study>.

² Plan services and discounts may vary by plan and service area.