



Medicare Supplement Coverage Not Enough!

Owning a Medicare Supplement alone can leave some major holes in coverage. The two areas where we are seeing the most out of pocket expenses are Skilled Nursing Facility stays as well as Cancer treatment. Now is the time to start filling those gaps for peace of mind for both you and your clients.

Problem: Skilled Nursing Facility expense has gotten complicated since the introduction of “In-Patient vs. Observation” during a hospital stay. In order for a Medicare Supplement to pay the copay the patient has to be confined to the hospital as an “inpatient” for at least 3 days before entering a Skilled Facility. If these along with other criteria are met Medicare will pay the first 20 days and the Medicare Supplement would pay the next 80 days. If they are “*under observation*” while in the Hospital neither Medicare nor the Medicare Supplement will pay. With no ancillary coverage the stay is entirely out of pocket!

Solution: Several companies offer Short Term Nursing Home coverage that pays regardless of hospital confinement. There are various types of plans, some cover Nursing Home stays only and some cover Nursing Home as well as Assisted Living Facility. Also, some are “Indemnity” meaning they pay a predetermined amount per day and some are “Up To” plans, meaning they pay only the actual charge per day up to the predetermined amount of coverage.

Most plans will offer up to \$300 per day with 0, 20, or 100 day elimination periods and 90, 180, 270, or 360 day benefit periods. Also, this product will pay regardless of any other payment. There is no coordination-of-benefit with any other coverage. The array of options available make it very easy to custom fit a plan to your client’s needs. This is a very affordable way to protect your clients!

Problem: New drugs are being used in cancer treatment every day. While it is amazing to see the advances in the medical field some of the drugs are considered “experimental” according to Medicare meaning that they are not covered. A lot of treatment is also done on an outpatient basis which means more out of pocket costs.

Solution: We are seeing a lot of agents using Lump Sum Cancer benefits from \$5000 to \$75,000. These plans are simple and straight forward. Once a person is diagnosed with internal cancer they file a pathology report to the company, receive their pay out and the policy is done. These Lump Sum plans will pay out far more than the older type indemnity plans that pay according to a schedule.

In closing I urge you to explore these different plans for your clients. You can protect your clients from major out of pocket expenses. Along with the added protection for your clients you will also see your income rise dramatically. I urge you to give us a call at **Emrick Insurance Marketing Group** for more information on these products as well as some ideas on how to sell these products to your client.

Robert Kennedy
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Example:

Average Commission Level

68 year old female

Plan	Monthly Premium	1 st Year Commission
Plan G Medicare Supplement	\$104.54	\$251.00
Lump Sum Cancer \$20,000 benefit	\$56.66	\$340.00
Short Term Nursing Home \$200 per day / 360 day benefit 0 day elimination	\$124.53	\$717.00

Average Commission for a Medicare Supplement Sale: **\$251.00**

Average Commission for a Medicare Supplement and Cancer Plan Sale: **\$591.00**

Average Commission for a Medicare Supplement and Short-Term Nursing Home Sale: **\$968.00**

Average Commission for a Medicare Supplement, Cancer Plan, and Short-Term Nursing Home Sale:

\$1308.00 Commission