



BROKERS MAKING A DIFFERENCE

Health Insurance Agents Help Consumers and Employers
Secure Affordable Health Insurance



MASSACHUSETTS



National Association of Health Underwriters
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Personal Testimonials on Why Brokers Make a Difference

For more than 85 years, professionally licensed health insurance agents, brokers and consultants have provided valuable healthcare financing services to individuals and employers. Professional agents have extensive knowledge about health insurance plan design, benefits, and pricing. Many small employers can't afford to have this level of expertise in-house, nor do they have the time to administer a comprehensive, compliant benefits package for their employees.

In fact, the Congressional Budget Office (CBO) has reported that agents and brokers often “handle the responsibilities that larger firms generally delegate to their human resources departments — such as finding plans and negotiating premiums, providing information about the selected plans, and processing enrollees.”

With HIPAA, COBRA, ERISA, and federal and state tax requirements to contend with, not to mention all of the new requirements stemming from ACA, professional agents spend a great deal of time helping their clients understand the regulations, complex products and compliance issues.

Health insurance customers who use agents report being satisfied not just with their insurance, but also with the work performed by their agents – especially when it comes to the agent's role in finding the right policy.

A recent Kaiser survey found that brokers and agents have a 92 percent approval rating when helping healthcare consumers in the new marketplace.

Professional agents work extremely hard and need to be very knowledgeable in order to stay abreast of the rapid changes in the healthcare system. It would be very costly for a governmental agency in some far off location to match the service and value agents bring to their clients, and it would not be able to replace the personal relationships agents develop with their clients.

Ongoing Support from an Agent

Individuals and business owners typically don't pay any more for employee benefits purchased through an agent or broker than if they purchased the coverage directly from an insurance company. Insurance carriers set aside a small portion of the premium to pay brokers a commission, which covers not only the selling of the plan but also much of the servicing required. In today's declining commission environment, agents spend more time than ever before servicing their clients – a testament to their commitment and dedication.

Agent Associations

NAHU is the only national association working solely on behalf of health insurance agents and benefit professionals. NAHU requires each of its members to always make healthcare coverage recommendations with the customers' best interest in mind.

For more testimonials on NAHU members helping individuals and employers find appropriate health insurance, please go to www.brokersmakingadifference.org.

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"Companies need to focus on their business, yet regulations, reporting requirements, compliance issues and legislative changes take up more and more of businesses and HR's time and resources, at a cost to the company and to the economy. Lost-opportunity costs increase overhead costs.

At TBR Associates, we help mitigate these costs. We are the resource, the tool and the means that allow our clients to understand, implement and comply with new laws and legislation within the health insurance industry.

The new healthcare regulations are costing companies millions in lost man hours as they try to review, understand and implement it. We have provided our clients with the overview, explanation tools and resources to comply as simply and quickly as possible, so they can focus on other concerns and issues knowing that they have the support and information available to comply. Our clients look to us for the answers that they don't have time to research.

They have limited resources so we become their extra hand. We develop communication and education not just at open enrollment but throughout the year on wellness programs, tax advantage programs, trends, etc.

We also provide the day-to-day answers for claims, contract, and service issues. We work directly with the client and the employee on difficult claim issues. Most recently, we helped a critically ill family member review their benefit options assessing all of

the medical services they might need and comparing their options to help make the most appropriate choice from both a coverage and a cost perspective.

We helped a family with a suicidal teenage son get immediate treatment and admission to a facility he needed—on a Friday afternoon. We helped the parent of a son critically injured at school coordinate his care and get him the added services he needed.

We have extensive industry knowledge from a design, benefit, pricing and care perspective. Our clients cannot afford to have this level of expertise

in-house and simply do not have the time that it requires to administer a comprehensive, compliant benefits package to their employees."

- Tina Lee Wright
(Broker)

"Licensed health insurance producers (agents and brokers) provide a wide range of services for both individual consumers and the business community.

Producers interface with insurers, acquire quotes, analyze plan options, and consult clients through the purchase of health insurance... It is essential that [policymakers] recognize and protect the indispensable role that licensed insurance professionals play in serving consumers."

-The National Association of Insurance Commissioners

