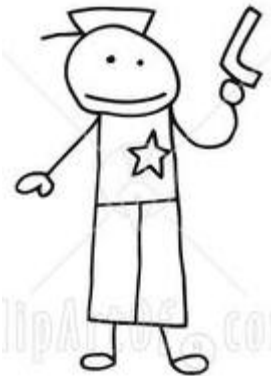




Health Insurance Road Map.....Which plan to sell???

It's important to know what kind of client you have before you determine the plan to sell

**Haves**  
Currently has health insurance



**Vs.**

**Have Not's**  
Has no health insurance



If your client currently has insurance chances are they are calling you because of a rate increase. Simply match the previous price.

Plan to sell:

- Assurant
- Golden Rule
- Anthem
- United Security Life

**Money-**

#1 reason why people don't have health insurance.

Plan to sell:

Affordable  
Health Access

**Health-**

These plans are for clients with elevated pre-existing conditions:

Diabetes  
Cancer  
Heart

Plan to sell:

Value Health –Simplified Issue-great for diabetics

GetMed 360-Guaranteed Issue