



**QUEEN** OF THE  
**BUNDLE**  
GAYLAN  HENDRICKS

**30-60-90**  
**SALES APPROACH**

# ABOUT GAYLAN - QUEEN OF THE BUNDLE

- Founder and CEO of Senior Security Benefits since 2000
- Over \$120M in sales in 2020
- Advisory Council member for Manhattan Life, Aetna & Cigna
- Keynote Speaker & Industry Coach & Mentor
- Ronald McDonald House Board President
- Board Member of American Heart Association
- Fundamental Legacy, Hope Fort Worth & Polished Ministries
- Wife, Mom, Gram & Ruby Faith
- Travel, Music & Reading



# Budget Based Fact Finding

Start asking your clients questions! You want to offer your client choices, so finding the right products to fit your client requires researching the budget.

Ask “What can you afford?” NOT “Can you afford?”

“Would you say you have \$30, \$60 or \$90 per month to spend on your health care?”

“Do you have a ‘Spouse in the House’ that we may be able to use to free up some premium (household discount)?”

Can you afford that \$0 premium plan?



# INSURANCE “CLAIMS” UTILIZATION

Chance a claim is filed in an individual’s lifetime

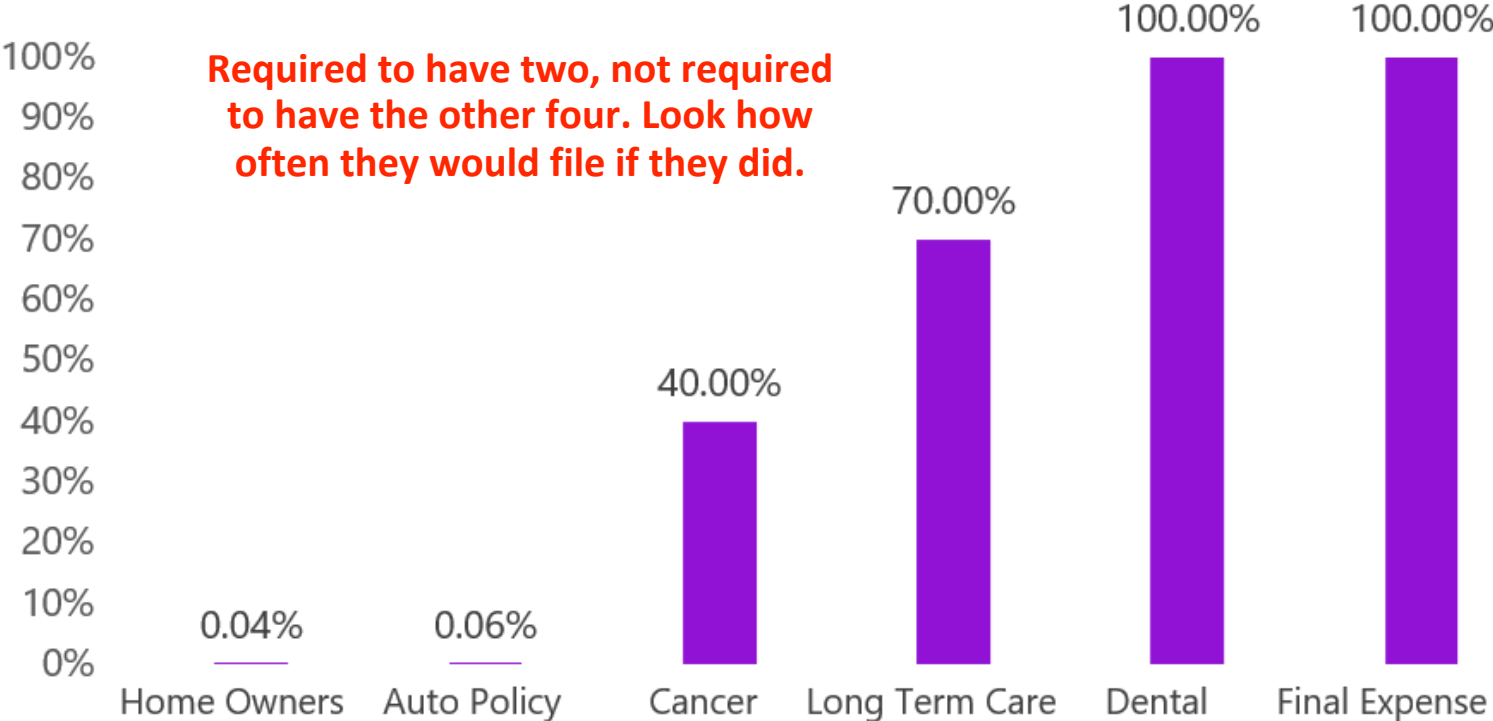
Below are several different types of insurance purchased during a lifetime that are rarely used:

**YOU THE AGENT  
NEED ALL OF  
THESE PLANS!**

**GET  
CONVICTED!**

**WHAT YOU DO  
MATTERS!**

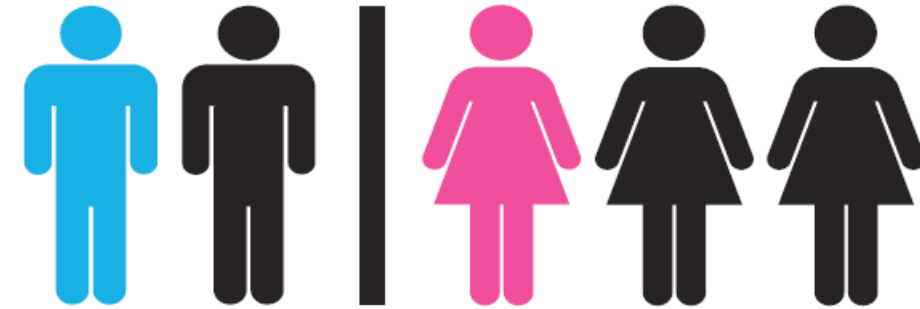
## Type of Insurance: Likelihood of Filing a Claim



Information from 2020 Annual Enrollment Period Conference

# Why Cancer, Heart Attack, and Stroke Plans?

- Cancer is the 2nd most common cause of death
  - 1 out of every 4 deaths
  - 1 out of 2 men, 1 out of 3 women
  - **87% of all cancers are diagnosed ages 50 or older**



- Heart Attack is the leading cause of death for both men & women

## • Stroke Statistics

- 3<sup>rd</sup> leading cause of death for women
- 5<sup>th</sup> leading cause of death for men
- Among the top ten in children



ManhattanLife™

aetna<sup>SM</sup>

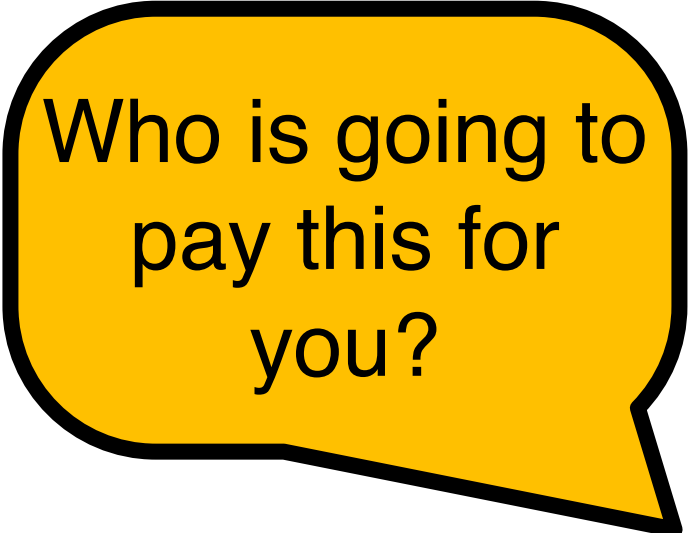
# COMMON OBJECTIONS



I can't afford it



I have to talk with  
someone



Who is going to  
pay this for  
you?

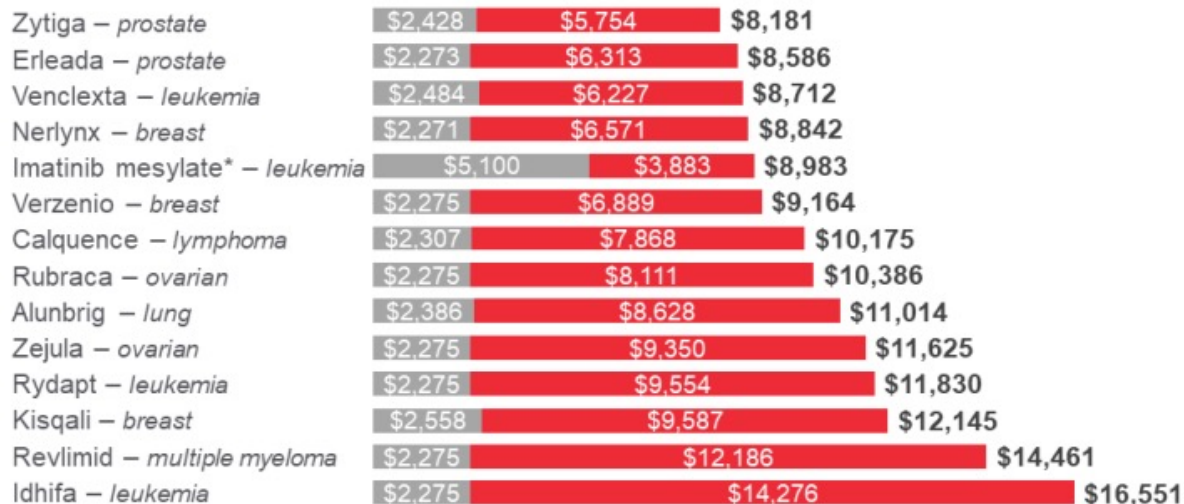
# Medicare Advantage/PDP Client

## The Medicare Advantage client's biggest exposure is cancer treatment

Figure 2

Out-of-pocket costs for Part D enrollees for selected cancer medications can exceed \$8,000, with most of this spending above the catastrophic threshold

Median out-of-pocket costs in 2019: ■ BELOW catastrophic threshold ■ ABOVE catastrophic threshold



NOTE: Analysis reflects coverage and costs in 25 stand-alone prescription drug plans (mostly national/near-national), based on a pharmacy located in zip code 21201 (Baltimore, MD). \*Imatinib mesylate is the generic equivalent of Gleevec, which is not covered by any plan in the analysis and has a median total cost of \$145,769.  
SOURCE: KFF analysis of 2019 Medicare Plan Finder data.



The structure of a stand-alone PDP and the prescription coverage of a Medicare Advantage Plan with Drug Coverage (MAPD) are identical.

- They both have an initial coverage period, catastrophic coverage, etc.
- The only difference is that one is integrated into an MA plan and the other is a separate stand alone plan often sold along with a Medicare Supplement

Example costs of a typical client's maintenance medications:

- Lisinopril (HBP) - \$4 generic
- Zocor (cholesterol) - \$4 generic
- Nexium (acid reflux) - \$250.77 brand name, often a tier 3 or 4 drug with a \$30-50 copay in the initial coverage period depending on the drug plan

# Medicare Advantage/PDP Client

So how do you cover drug costs and  
“out of pocket” costs with 30-60-90?



\$30 Budget – Lump Sum Cancer

\$60 Budget – Lump Sum Cancer or Heart Attack/Stroke + Hospital Indemnity

\$90 Budget – Lump Sum Cancer or Heart Attack/Stroke + Hospital Indemnity +

Short Term Recovery Care



# Medicare Supplement Client

The Medicare Supplement client's first exposure is dental, vision & hearing costs. Many T65s are already asking you about dental because they are coming off group plans!

- Dental is the most requested insurance product, according to Limra
- Only 12% of Americans over 65 have dental coverage\*
- One-third of U.S. adults haven't been to the dentist in the last year
- Medicare has very limited coverage on dental, vision or hearing

Ask your client

“When was the last time you had your teeth cleaned?”



\* <http://content.healthaffairs.org/content/35/12/2241.abstract>

# Medicare Supplement Client



So how do you cover dental and  
“out of pocket” costs with 30-60-90?

\$30 Budget – Dental, Vision & Hearing

\$60 Budget – Dental, Vision & Hearing + Lump Sum Cancer

\$90 Budget – Dental, Vision & Hearing + Lump Sum Cancer + Short Term  
Recovery Care

# Spouse in the House/ Under AGE 65 Client



So how do you cover dental and  
“out of pocket” costs with 30-60-90?

\$30 Budget – Dental, Vision & Hearing

\$60 Budget – Dental, Vision & Hearing + Lump Sum Cancer

\$90 Budget – Dental, Vision & Hearing + Lump Sum Cancer + Short Term

Recovery Care

# WHAT'S IN IT FOR ME?

- Average Cancer, Heart Attack or Stroke annual premium is \$350
- 80% 1<sup>st</sup> year commission in most states – Year 1 comp just increased 25%!!!
- 6% renewal comp (yrs. 2-10) in most states
- \$350 x 80% = \$280 in 1st year commissions
- 1 sale per week = \$14,560 in new CHAS commission on top of your Med Sup, MA and/or ACA commission from the same client!
- Policy pays a maximum 9-month advance
- Clients rarely drop CHAS because the premiums are reasonable and they're afraid they'll get CHAS after they drop it.

## How does Aetna's commission compare?

Aetna	GTL	Cigna	Mutual of Omaha
80%	50%	60%	60%

Street level commissions, may vary by state.

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# “Spouse in the House”

## Common Packages of Protection

<b>ACA PLAN</b> <i>WITH OR WITHOUT SUBSIDY</i>
AFFORDABLE CHOICE
OUT OF POCKET PROTECTION/ LIMITED HI
CANCER
DENTAL, VISION & HEARING
HEART ATTACK & STROKE
24 HOUR ACCIDENT
SHORT TERM OMNI FLEX / HHC
LIFE INSURANCE

<b>MED ADVANTAGE PLAN</b>
CANCER
DENTAL, VISION & HEARING
SHORT TERM OMNI FLEX / HHC
HIP
LIFE INSURANCE

<b>MEDICARE SUPPLEMENT</b>
DENTAL, VISION & HEARING
CANCER
SHORT TERM OMNI FLEX / HHC
LIFE INSURANCE



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# What's In It For Me?

FIRST YEAR COMPS ONLY, RENEWALS ARE NOT INCLUDED IN EXAMPLE

ACA, MA & MED SUPP COMP NOT INCLUDED

## STREET LEVEL COMMISSIONS (TEXAS)

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Product	Monthly Premium	Commission Rate	Monthly Commission	First Year Commission
Affordable Choice	\$278.76	30%	\$83.63	\$1,003.54
Out of Pocket Protection	\$42.10	30%	\$12.63	\$151.56
Lump Sum Cancer Plan	\$62.50	80%	\$50.00	\$600.00
Lump Sum Heart Attack/Stroke Plan	\$19.17	80%	\$15.34	\$184.08
24 Hour Accident Plan	\$35.31	30%	\$10.59	\$127.12
Home Healthcare	\$32.80	60%	\$19.68	\$236.16
Omni Flex	\$97.00	55%	\$53.35	\$640.20
Dental, Vision & Hearing	\$59.58	40%	\$23.83	\$285.98
Final Expense	\$27.90	105%	\$29.30	\$351.54
<b>TOTAL AGENT ANNUAL INCOME</b>				<b>\$3,580.18</b>

\*premium based on female age 59 non smoker TX

\*\* 3 of these packages at 50 weeks would create a \$537,027 annual income in first year commissions

This table is adjustable, feel free to play around with it by adding in your commission percentages.



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**Q&A**





**Thank You!**