

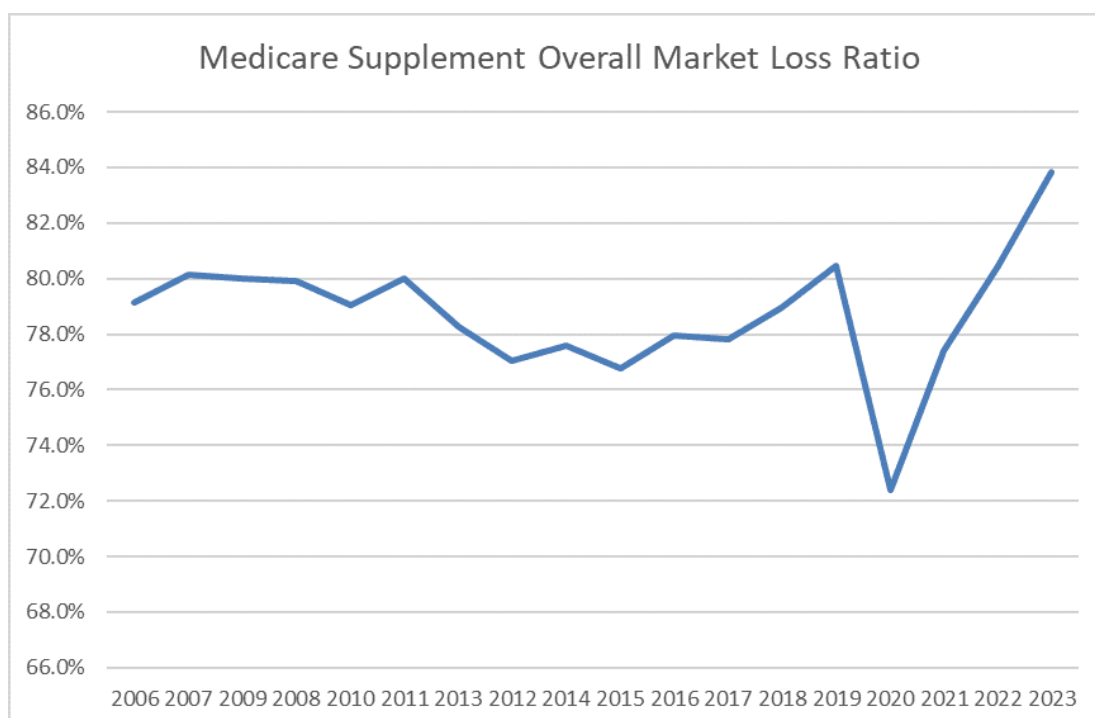


The Medicare Map . . .

Helping you and your clients navigate the Medicare Maze

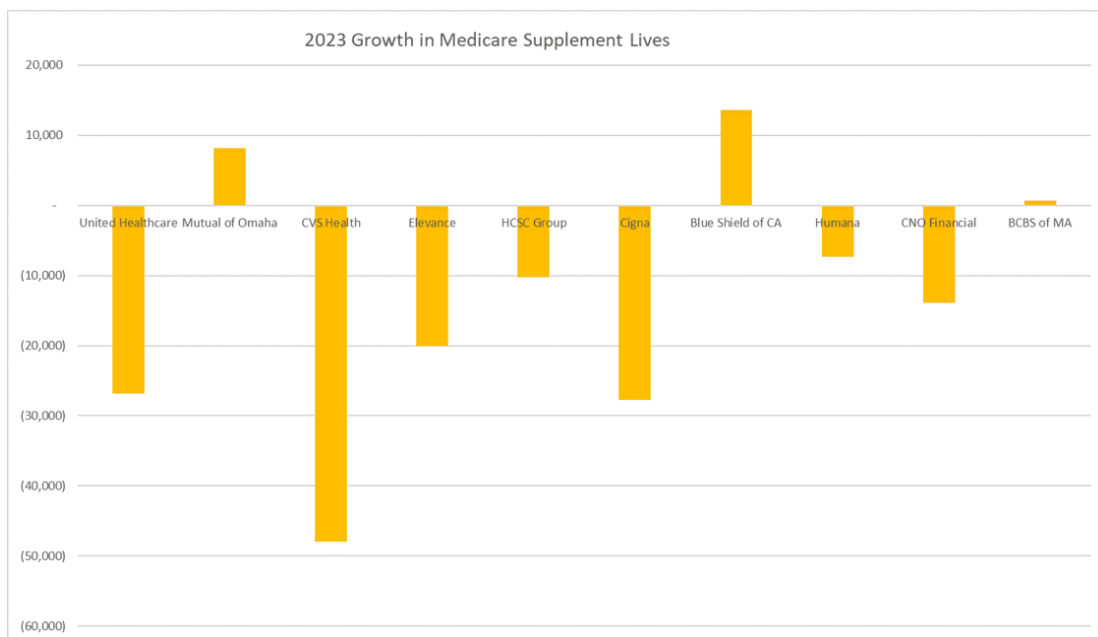
Medicare Supplement rates are trending higher...
Why?

#1- The 2023 Medicare Supplement overall market loss ratio spiked to 83.8%, as premium levels struggled to keep up with increases in post-Covid claim utilization rates.



#2- Seven of the top 10 Medicare Supplement carriers reported a decrease in in-force Medicare Supplement lives in 2023, as shown below.

- This decrease was partially driven by increased competitive pressure from Medicare Advantage plans.
- Healthier people tend to opt for Medicare Advantage leaving a higher risk pool in Medicare Supplements.



#3- Specific to Colorado, there is an impact on rates as a result of the "guarantee issue" Special Enrollment from 2021.

- While it benefited people "stuck" in expensive Plan F supplements to be able to move to lower cost Plan G, it caused pricing pressures on existing risk pools.

As a result of these factors, we are seeing premium increases higher than anticipated. And, it is a trend that will continue until pricing stability is reached.

Data Source: National Association of Insurance Commissioners. The NAIC does not endorse any analysis or conclusions based upon the use of its data.

Getting Started with MEDICARE

HBS can assist you with enrolling in Medicare whether you're joining at age 65 or older (coming off employer coverage). There is no cost or obligation for the services provided by the team of Medicare Specialists at HBS.

STEP 1 Contact HealthCare Benefit Services . . . a local firm in Littleton

Due to Medicare rules, you **must** initiate contact with HBS by

- Email: advisors@medicarehbs.com [or](#)
- Calling their office: 303-973-6636 [or](#)
- Completing forms on their website: medicarehbs.com and clicking on the "How To Get Started" tab

STEP 2 Appointment to Review ALL Your Options

An experienced Medicare Broker will prepare a thorough analysis of **ALL** the plans and options you are entitled to

- They'll review detailed plan information and help guide you to the best plan for you
- They offer flexible meeting options
 - A very simple Screen Share process; you just have to be able to open an email [or](#)
 - In person meetings at their office in Littleton [or](#) you can meet at your financial advisor's office

STEP 3 Enrolling in Your Plan

HBS utilizes a streamlined electronic application process to submit your plan application. Their office will monitor your application and call you once you're enrolled and let you know when to expect your new insurance cards.

STEP 4 Ongoing Customer Service

The HBS support staff has more than 15 years of Medicare experience

- They answer their phones – no phone tree
- Every Fall HBS will send you a newsletter about Medicare's Annual Enrollment Period (October 15 to December 7th), and reviewing your plan
- This annual review can save you \$100s to \$1000s per year on your medications

Medicarehbs.com HealthCare Benefit Services 303-973-6636

Referring Clients To HBS . . . How We Support Advisors and Help Their Clients

- We represent all plans (Medicare Supplement, Drug Plans, and Medicare Advantage), and all major companies
- Our process is thorough, no obligation and no pressure
- We're available to conduct Medicare webinars for your clients
- We are NOT your competition - Medicare and Long Term Care are all we do

Click on the "Getting Started with MEDICARE" flyer to print and share the steps of working with HBS.

To learn more about our process, visit [our website](#) or call our office 303-973-6636.

Feel free to forward The Medicare Map monthly newsletter to other advisors you think would benefit from the services of Tammy and her team.



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