

## Boost your retirement value proposition by offering Medicare planning advice

**CHALLENGE:** If you're not conducting Medicare planning with your clients, they're probably making costly mistakes and you're missing valuable opportunities to guide them toward smarter decisions.

### CLIENTS:

- ✓ No guidance on when they can, should, or must enroll in Medicare
- ✓ Confusing array of choices, little help from employer or government
- ✓ Poor decisions trigger unplanned expenses that deplete savings

### ADVISOR:

- ✓ Clients need and expect Medicare advice from their advisors
- ✓ "No Medicare advice" undercuts claim to "retirement planning" expertise
- ✓ Unplanned health care expenses drain accounts and erode advisor credibility

### **KEY #1: Medicare planning is a critical holistic retirement topic that everyone needs before age 65 BUT it's hard for people to find knowledgeable, unbiased advice.**

- Pre-retirees are uninformed, according to the Nationwide 2019 Consumer Health Care Survey:
  - » 67% wish they understood Medicare better
  - » 79% incorrectly think Medicare Part B is free after paying Social Security taxes for 10 years
  - » 86% incorrectly think Medicare covers long-term care
- No one is explaining how Medicare works: not HR departments, the government, or insurance companies who bombard clients with confusing Medicare sales pitches

### **KEY #2: Smart Medicare planning protects clients from poor coverage decisions and unnecessary lifetime penalties, surcharges, and higher premiums—advice that translates into savings and peace of mind.**

- People need to understand how to avoid coverage gaps, higher out-of-pocket expenses, and costly late-enrollment penalties
- They need to understand how deductibles, co-pays, drugs, and premiums will impact cash flow, and how they'll finance health care in retirement
- They need help understanding how private insurance works with Medicare and how to choose among dozens of plans
- All of this needs to be coordinated with employment, HSAs, taxes, inflation, RMDs, and Social Security

**Mythbuster:** Gaining working knowledge of Medicare planning is no more complicated than other investment and financial planning topics.

### **KEY #3: Medicare planning boosts your value proposition and delivers tangible benefits and ROI that can grow your business and enhance your retirement planning expertise.**

- Boosts referrals among existing clients
- Appeals to boomers looking for a retirement advisor
- Can be a new, profitable business line for your firm
- Keeps you in front of clients for annual Medicare reviews
- Develops ties to strategic allies
- Completes your offering of comprehensive retirement planning services

**Sign up for Savvy Medicare Planning to get the technical training and client education you and your clients need. See page 2.** 

# You don't need to sell Medicare plans to deliver money-saving advice that helps clients and boosts your value proposition

## LEARN

### The Financial Advisor's Guide to Savvy Medicare Planning for Boomers

This guide walks you through all the major aspects of smart Medicare planning. It equips you with both the technical knowledge and business development insights you'll need to effectively incorporate Medicare planning into your service offering.

### 100 Medicare Questions Answered: What Savvy Advisors Need to Know

Specific answers to real-life, difficult Medicare planning questions your clients will face.

### Introductory webinar training series

This yearly four-part webinar goes through the key material in the Savvy Medicare Planning program, such as enrollment basics, costs, private insurance, managing health care expenses in retirement, and marketing and communicating your services.

### Twice monthly e-newsletter

Each issue is packed with information and updates from Elaine Floyd on the latest Medicare news, program updates, and answers to difficult questions.

### 6 CE credits available for holders of the CFP designation

## EDUCATE

### 4 FINRA-reviewed client presentations:

- Managing Health Care Expenses in Retirement
- Managing Health Care Expenses in Retirement for CPAs
- 30 Minutes on Medicare Basics
- Transitioning to Medicare

### Client handout: The Baby Boomer's Guide to Savvy Medicare Planning

8.5" by 11" trifold (50 copies)

### Client handout: Health Care Quick Reference Guide (PDF)

A branded, 8.5" by 11" two-sided card with critical information about enrollment dates, premiums, deductibles, and more.

### Article reprints

FINRA-reviewed, custom branded articles about Medicare and health care in retirement (PDF)

## CONSULT

### Retirement Health Care Expense Analysis calculator

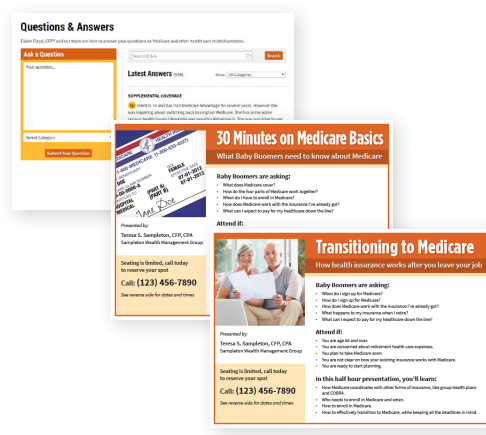
This online tool will help you estimate a client's health care expenses in retirement based on the client's current age, retirement age, and life expectancy.

### Q & A Forum

When you run into a client problem you haven't seen before, search through previous questions to see Elaine's answer, or submit your own.

## MARKET

- Custom postcards and flyers for each presentation, with FINRA review letters
- Best practices for presenting
- Timelines and checklists
- Press release and invitation scripts



## FOR INSTANT SERVICE

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