

ICBN

NEXT  LEVEL

WHAT COMES NEXT:

The Predictability Pipeline

Medicare Clients through Community Outreach

Why Focus on Turning 65s

- New-to-Medicare patients are actively shopping
 - They're making important decisions about their healthcare for the first time under Medicare
- High intent = higher conversion rates
- Opportunity to build long-term relationships
- Patients are choosing **BOTH** coverage and pharmacy



The Missed Opportunity

- Many pharmacies wait for patients to walk in
- Insurance conversations happen too late
- Limited outreach beyond existing customers

**A common mistake is being reactive
instead of PROACTIVE.**



T65 Educational Events

- Host local Medicare education sessions
- Provide value—no sales pressure
- Answer common questions and reduce confusion

Educational Events position you as a trusted expert rather than a salesperson. The goal is to EDUCATE first—business naturally follows.



Go Beyond *your Current Patient Base*

- Invite the broader community
- Partner with senior centers, libraries, local groups
- Use social media, flyers, and referrals

**You want NEW people coming through your doors.
Think of these events as community outreach that feeds
both your pharmacy and your insurance business.**

Consistency Creates Results

- Host events monthly or bi-monthly
- Build predictability into your pipeline
- Establish yourself as the local Medicare resource

Consistency is what turns this from a tactic into a system. When people know you host these events regularly, attendance grows, referrals increase, and your reputation strengthens over time.



Dual Growth Engines

- Convert attendees into Medicare clients
- Bring new patients into your pharmacy
- Strengthen retention through trusted relationships

**You're not just gaining a client,
you're also gaining a patient which equals
improved retention and lifetime value.**





Accelerate Growth *with Leads*

- Target individuals actively approaching Medicare eligibility
- Purchase vetted Turning 65 lead lists
- Combine with events and outreach for maximum impact
- Fill your pipeline faster with qualified prospects

Buying Turning 65 leads (high-intent prospects) allows you to shortcut that timeline by getting directly in front of individuals who are about to make Medicare decisions.

**Purchased Leads + Educational Events + Follow-up =
A more Complete and Accelerated Growth Engine.**



Revenue Opportunity

Convert just **2 patients per month**

Year 1: $2 \times \$694 = \$1,388/\text{mo.}$ or $\$16,656/\text{year}$

Year 2: $2 \times \$694 = \$1,388/\text{mo.} + (12 \times \$29.92) \times 12 = \$16,656 + \$4,164 = \$20,820$

Year 3: $2 \times \$694 = \$1,388/\text{mo.} + (24 \times \$29.92) \times 12 = \$16,656 + \$8,617 = \$25,273$

*Carrier dependent

Converting just two people per month creates meaningful income quickly. Renewals continue year after year, building a recurring revenue stream that compounds over time.



The Big Picture

- More Medicare clients
- More prescriptions filled
- More long-term revenue
- Stronger community presence

This isn't just about commissions—it's about building a stronger, more resilient business.



KEY Takeaway

- **Consistent Turning 65 Events = Predictable Growth**
- **More Clients • More Patients • More Revenue**

Facts:

- There are an estimated 69.6 million Medicare beneficiaries in the country as of February 2026 according to a study by Healthscape.
- Multiple studies estimate the number of eligibles will grow to 78 million by 2030, mapping out a 12.07% increase in beneficiaries.

ARE YOU READY?

ICBN

NEXT  LEVEL

Thank You!