

Medicare



ICBN

INDEPENDENT COMMUNITY BROKER NETWORK



Course 6: Regulatory Compliance and Ethical Standards



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myicbn.com

888-341-4314

These materials are intended solely for Medicare Insurance Broker training purposes and are not designed for use with clients.

STEP 1 SIGN UP FOR ORIGINAL MEDICARE



Part A
Federal Government
Inpatient Hospital Care



Part B
Federal Government
Outpatient Care & Doctor Visits

STEP 2 SELECT AN OPTION FOR ADDITIONAL COVERAGE

OPTION 1



MEDICARE SUPPLEMENT
Private Insurance Company
Secondary coverage for
Out-of-Pocket Medicare costs

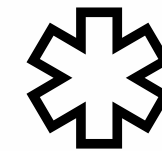


MEDICARE PART D PLAN
Private Insurance Company
Prescription Drug Coverage

OR

OPTION 2

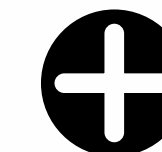
MEDICARE ADVANTAGE
Private Insurance Company



Part C
Combination of Part A
& Part B coverage



Part D
Some plans include
prescription drug coverage



May offer benefits not
covered by Original Medicare

DON'T FORGET

OPTION 1

MEDICARE SUPPLEMENT + MEDICARE PART D

Pros:

1. Controls Costs associated with Original Medicare — Predictable Out-of-Pocket Costs
2. No Network
3. Set It and Forget It

Cons:

1. Price
2. No Dental, Vision, Hearing, or Other “Extras” Included
3. Does Not Cover Prescription Drugs

OPTION 2

MEDICARE ADVANTAGE

Pros:

1. Price - \$0 or low premium policies
2. Includes “Extras” like Dental, Vision, Hearing, or other benefits
3. May cover Prescription Drugs (MAPD)

Cons:

1. Unpredictable usage costs – co-pays and deductible expenses; does have maximum annual out-of-pocket expense
2. Must use the Network
3. Annual Program Review

KEEP IT SIMPLE

- **Understanding CMS** guidelines and regulations
- **Compliance regulations** for selling Medicare products
- **Ethical considerations** in marketing and selling insurance
- **Handling complaints** and disputes ethically

The Players

The Spirit of the Law →

Understanding Compliance

- 1. What is CMS's role in the oversight of brokers & insurance carriers who sell healthcare insurance?**
- 2. What is the insurance carrier's role?**
- 3. What is the insurance broker's role?**

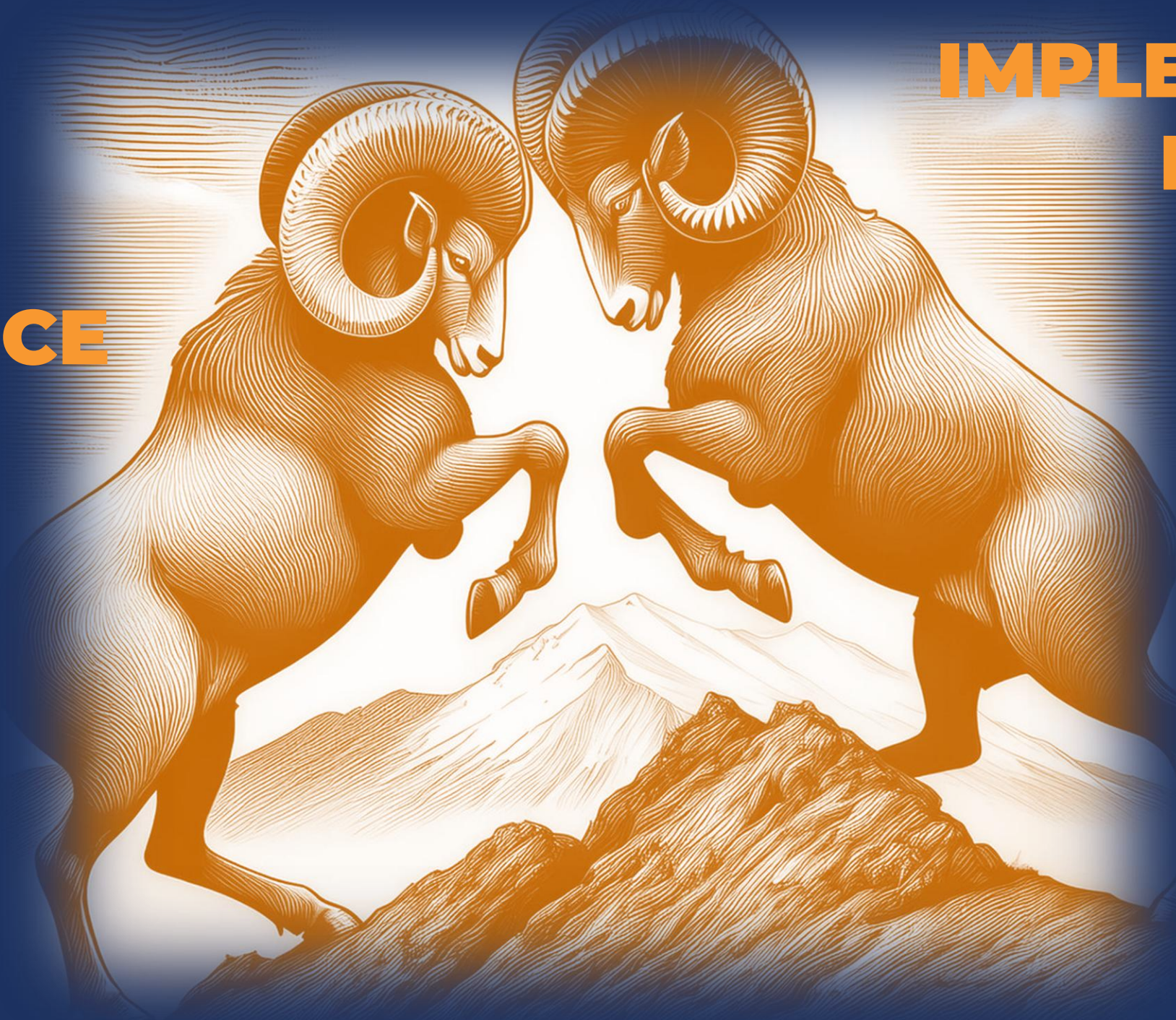
CMS Goals

The Spirit of the Law →

LETTER OF THE LAW v. REAL LIFE

COMPLIANCE

IMPLEMENTATION/
REALITY



Marketing



1. Where conflict can be found

“Best”

“Right”

“Better”

Authoritative language is a **NO NO!**

Marketing

Guiding Intent 



Target the Inverse

For example:

“Many patient/members want to find a plan that works for them”

Marketing

What Are Other Retailers Doing? →



Home > Find Care > Find Rx Coverage

Medicare

W Find Rx Coverage

Explore health insurance and prescription savings plans to find the right coverage for you.

Medicare is easier with Find Rx Coverage

We'll help you find a plan that fits your needs.

Online
Get free advice & compare plans with a licensed insurance agent at eHealth[™]

Phone
Speak with a licensed insurance agent at eHealth[™]

Call 1-844-951-3092 (TTY users 711)

Zip code **Get started**

Medicare Enrollment guide Coverage gap Resources & FAQs Pharmacy services

1. Explore your Medicare options



DIVE BRIEF

Walgreens, UnitedHealthcare team up to open in-store Medicare centers

Published Nov. 26, 2019

Samantha Liss Senior Reporter

UnitedHealthcare
MEDICARE SPOKEN HERE

Member Support
Benefits
Appointments
Wellness
Copays
Billing
Plans
Claims
Enrollment



Handling Complaints & Disputes Ethically



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Save the Dates

Thursday, March 5th: Next Level – Remote Therapeutic Monitoring 3:00 ET

Tuesday, March 10th: Agents Answered Open Forum 11:30 am ET

Wednesday, March 11th: Turning 65 Educational Events 3:00 pm ET

Thursday, March 12th: Next Level – OTC Benefit Cards 3:00 ET



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Thank you!