MedLink, Inc. Newsletter

October 2009

Life & Long Term Care Division

10 Good Reasons to Buy a Fixed Annuity!

There are lots of good reasons for you to buy a fixed annuity

- **Safety**
  - No stock market fluctuations
  - Principal and interest guarantees
- **Tax Deferral**
  - Interest earned is tax deferred
  - No 1099's (if no withdrawals are taken)
- **Yield**
  - Attractive yields (plus tax deferral)
  - First year interest rate enhancements plus rate options
- **Liquidity**
  - Surrender free withdrawal feathers, usually limited to 10% free withdrawal annually in most contracts*
- **Estate Planning**
  - Proceeds of a fixed annuity are paid to the named beneficiary
  - Avoid the cost, delay and expense of probate
- **No Sales Charge**
  - 100% of your premium earns interest from day one

In This Issue

Fixed Annuities

Clients with High Net Worth

Parents, Straighten Up!

Pruco Term Repricing

LTC Opportunity

Guardian Guarantee Issue DI

Anthem Updates

Humana Updates

UHC Bonus Program

Quick Links

Click Here to run term quotes, search annuity products, dowload forms and check underwriting requirements

Join our Mailing List

- **Flexibility & Control**
  - Between contribution and payout options, there may be a good fit for many people
- **Diversification**
  - Fixed annuities can play an important role in a well diversified portfolio
- **Multiple Guarantees**
  - 100% premium guarantee from the issuing insurance company
  - Minimum interest rate guarantee
  - Guaranteed lifetime income options
- **One of a Kind...**
  - Because what other accumulation vehicles can provide the 9 great reasons listed here?

There are lots of good reasons for you to sell your client a fixed annuity; now it's time to take action!

MedLink Can Help!

Check out the link we have available on our website that lets you search for the product that fits your clients need!
Annuity Product Search

Contact us today with your next potential annuity client!

800-960-1371
502-245-1371

Have a Client with High Net Worth?

They Still Need Individual Disability Income!

It is traditional underwriting practice for individual disability carriers to decline disability insurance for people whose net worth might be considered too high. Why is this? The underwriting theory is that if a person's net worth is significant enough, they can liquidate this net worth to continue their need for money to pay their bills in the event they become disabled.

This would be the same as saying if you have enough money in the bank to rebuild your house should it burn down, then you do not need fire insurance. What person would do such a thing when the cost of protection is so modest? From the disability side, why would you not want to be insured if your ability to earn a paycheck is taken away? Do you really want to liquidate your assets? Do you want to be forced to sell your possessions, things that you have worked to acquire and plan to leave to your family?

Of Course Not!

MedLink Can Help! Call Us Today!

502-245-1371
800-960-1371

Parents, Straighten Up!

Saving for college is often a priority for parents - as it should be. But saving for school doesn't give moms and dads license to neglect the rest of their financial goals.

Five Common Mistakes Parents Make

1. **Buying to little insurance, or none at all** - It doesn't cost a bundle for young parents to purchase life insurance, especially level term coverage. A working parent may even have life insurance through an employer, just make sure it's enough.
2. **Ignoring the need for disability insurance** - Disability Insurance is equally important as life insurance. Most young families live paycheck to paycheck, a disability could be devastating.
3. **Postponing a will** - Without a will, the state decides who cares for the deceased's children and who manages their finances. When parents put their wishes in writing, they make those decisions instead.
4. **Forgetting to save for retirement** - Delaying retirement saving makes it harder for a nest egg to grow. Sink as much into a 401(k) as a company will match.
5. **Putting off saving for college** - Save for college while saving for retirement, but dedicate fewer dollars to school than to a retirement fund.

It is so important to sit down with your young clients and properly review their portfolio so that all area's of need are covered. And even more important to do annual reviews and make sure any changes that have taken place are covered. Insurance can be built around a budget, help them figure out how much they can spend each month, then let us build a package you can take back to them to fit that budget.

Call MedLink Today!
800-960-1371
502-245-1371

Did You Know?

Met Life will do a "To Age 65" Benefit for Individual Disability on a Chiropractor

How Great Is That!?

Contact MedLink for your next quote

800-960-1371
502-245-1371

****

Have a Client that has been Declined?

Fidelity Life Offers

- **Graded Death Benefit 10, 20, 30 Year Term and Whole Life**
- **Face Amounts Up To $250,000**
- **Issued Ages 20-75**
- **No Medical Requirements (No Exam, No APS, No EKG and No Blood Test)**
- **Accept/Reject Depends on Answers To The Health Questions**
- **No Lengthy Approval Process**
- **AM Best Rated A- (Excellent)**

MedLink Can Help!

800-960-1371
502-245-1371
www.med-linklife.net

Prudential Term Repricing

Pruco is repricing the Term Essential, Term Elite and PruLife Return of premium Term.

Applications for old rates must be received in the home office within 30 days from the state approval. For example, states that have approved the repricing effective November 2, 2009, applications must be received no later than December 1, 2009 with a signed date prior to November 2, 2009. Additional details are included in the attached rules.

In states where the new PruLife Return of premium Term rates have not been approved, no PruLife Return of Premium Term will be available for sale after December 1, 2009, until such a time as the new rates are approved. Applications for the old rates should not be solicited after December 1, 2009. Additional details are included in the attached rules.

Please click here for full details on repricing rules and key dates

Contact MedLink with any questions.
800-960-1371
502-245-1371

Long Term Care - Opportunity/Challenge

Human Resources (HR) Benefit Managers are always on the look out for cost-effective employee benefit solutions. Long Term Care insurance is increasingly one of those solutions.

Goal

Your job is to show an HR Benefit Manager the advantages of Long Term Care insurance to employees. LTC insurance may help provide the company a competitive advantage by attracting and retaining employees and the offer can be crafted so that the company pays for all, none or some part of the coverage.

Solution

- **Executive Carve-Out (Company Funding for Key Executives):** Company funding of LTC coverage for key employees can help provide a valuable benefit to those employees, and may have tax advantages for both the company and the covered employee.
- **Voluntary Offer (No Company Funding, MultiLife discounts available):** LTC can be offered to employees on a voluntary basis, and is also available at discounted rates to the employee's spouse, adult children, parents, in-laws, and grandparents. Some employees may be to young to purchase LTCi but may want to talk to their parents about purchasing at a discount.
- **Tax Advantages:** Generally speaking, when the employer pays some or all of the LTC insurance premium for employees, the premiums paid by the employer are tax deductible. Employees may be able to deduct a portion of any premiums that they pay personally.

Next Steps

- Search your book for clients that match the challenge and opportunity highlighted here.

What's In It For You

- Offering LTC insurance as part of the insurance product portfolio helps your clients create a complete core financial protection foundation.
- LTCi will help enhance you practice by opening doors to new markets and it can also be used as an add-on product to help strengthen existing client relationships.
- LTCi is a flexible product that can be customized to meet your clients' unique and changing needs while also helping to protect their assets and their families.

For more information or help on a case, contact ray@med-link.net.

800-960-1371
502-245-1371

Benefits Division

Guardian Guarantee Issue for Disability!

Looking for a way to ramp up your fourth quarter business?

Doing business with The Guardian just got easier!

Now introducing: GUARANTEE ISSUE* DISABILITY DOWN TO 2 LIVES!

Available for groups with a 10/15/09 effective date and on

For groups with 2 to 5 employees enrolling:

- Short Term Disability: Up to $500/week
- Long Term Disability: Up to $2,500/month

For groups with 6 to 9 employees enrolling:

- Short Term Disability: Up to $1,000/week
- Long Term Disability: Up to $6,000/month

Guardian's Life enrollment just got better too!

Guardian can now *Grandfather* the following amounts:

- Groups with 2 - 5 employees: $50,000
- Groups with 6 - 9 employees: $100,000(age restrictions apply)

*****Guarantee Issue assumes a "clean" master application. Any questions on the master application that come back indicating health concerns will be subject to underwriting.*

Click the following link for more detailed information
Guardian Life and DI

Contact you MedLink Representative with any questions

800-960-1371
502-245-1371

Anthem Updates

The following changes to pharmacy benefit coverage related to the H1N1 virus have been enacted:

Waived member deductibles, coinsurance, and co-pays. First-dollar coverage for the administration of the H1N1 vaccine by contracted providers to fully-insured members, regardless of current vaccination benefit. Providers are expected to accept insurance payment in full so that no out-of-pocket costs will be incurred by members. Expanded H1N1 coverage benefit for ASO clients. All ASO claims will adhere to the first-dollar coverage benefit by default, and any client opt-out will be treated as an exception. ASO clients will have the opportunity to opt-out of first-dollar coverage; sales representatives will need to distribute a H1N1 Vaccination Coverage Opt-Out Form to ASO clients, and clients will have 30 days to return the form to opt-out of providing expanded coverage to members. The H1N1 Vaccination Coverage Opt-Out Form will be distributed to impacted clients over the next several weeks.

Anthem recommends that ASO clients strongly consider the financial implications of opting out of the expanded vaccination coverage benefit for their members. The H1N1 administration fee is typically $15 or less. Vaccination is the best protection against contracting the H1N1 flu, which can lead to absenteeism and increased health care utilization, including costly hospitalizations. The U.S. health care system has a responsibility to achieve maximum vaccination coverage and effective treatment of H1N1 flu risks. In light of these considerations, Anthem is eager to do their part to ensure that their members are immunized against this virus.

Vaccine availability - The U.S. government has purchased 200 million doses of H1N1 vaccine and will make the vaccine available this month, both as a nasal spray route of administration and traditional needle vaccination. The U.S. Department of Health and Human Services (HHS) will be distributing the vaccine to state health departments, and it is anticipated that a significant proportion of the H1N1 vaccine will be administered through non-traditional providers such as pharmacies, retails clinics, schools, universities, and public health clinics. Anthem's network management team is working closely with NextRx to complete contracting agreements with retail pharmacies and immunization vendors to increase access to the H1N1 vaccine. The H1N1 vaccine is expected to be released in mid-October.

Minimizing member cost for treatment - For members who require the antiviral medications Relenza and Tamiflu for the treatment of the H1N1 virus, benefit coverage will be increased. These medications will be covered as Tier 2 formulary for all members with pharmacy benefits.

Contact your MedLink Representative with any questions.
800-960-1371
502-245-1371

Humana Updates

Humana can now offer **AGE RATES** to groups up to 20 enrolled!

You will continue to receive your quotes with age band rates on groups 2-9 enrolled, and composite rates on groups 10+, however, if you want age rates on your groups 10-20 enrolled, you will need to submit a request. Also note, if you make this request for the age rates on renewals, the group will have age rates for that one plan year.

Humana STD and LTD products for employers with 10-99 eligible employees have a new contributory option and higher benefits maximums starting with Oct. 1 quotes.

- Contributory requires 75% participation (minimum of 10 employees enrolled); non-contributory remains at 100% participation
- Short-term benefit maximum to $1,500 (up to $2,500 with underwriting approval)
- Long-term benefit maximum to $10,000 (up to $15,000 with underwriting approval)

Call MedLink today with any questions!

800-960-1371
502-245-1371

UnitedHealthcare Specialty Bonus Program

The year is drawing to a close and there is limited time to take advantage of the 2009 Specialty Broker Bonus program. When you sell or renew UHC's specialty benefits products, including dental, life, vision, and disability, you could earn a bonus with their 2009 Specialty Broker Bonus incentive. You will add value to your clients' benefit program, and boost your book of business at the same time.

A couple of exciting enhancements to this year's program are the bonus is paid on annualized premium for the calendar year, Jan. 1, 2009 - Dec. 31, 2009, and is a one-size-fits-all program for groups with 2-3000 eligible lives.

To qualify for the Specialty Benefits New Business Bonus, you must:

- Sell at least five eligible lines of coverage with original effective dates from Jan. 1, 2009 through Dec 31, 2009 having a combined minimum of $30,000 in annualized premium and fees.

To qualify for the Specialty Benefits Retention Bonus, you must:

- Have a minimum of 10 eligible lines of coverage on Dec. 31, 2008
- Have premium persistency of at least 85% on those cases to

qualify

- Qualify fir the 2009 Specialty Benefits New Business Bonus, or have a net change in Specialty premium of at least 100%

Contact your MedLink Representative with any questions!

800-960-1371
502-245-1371

November 2009

Below are important dates to remember.
1

2

3
4
5
6 Anthem, UHC group cutoff for 11/15 eff date
7
8
9
10
11
12 Anthem individual cutoff for 11/15 eff date
13
14
15
16
17
18
19
20 Humana group cutoff for 12/1 eff date
21
22
23 Anthem, & UHC, group cutoff for 12/1 eff date.
24
25
26
27 Anthem individual cutoff for 12/1 eff date
28
29
30

Forward email

SafeUnsubscribe®
This email was sent to judy@med-link.net by matt@med-link.net.
Update Profile/Email Address | Instant removal with SafeUnsubscribe™ | Privacy Policy.

MedLink, Inc. | P.O. Box 23570 | Louisville | KY | 40223

Email Marketing by
Constant Contact
TRY IT FREE