HEALTH

Emaly Riojas State Farm Agency
State Farm®

Health Insurance — Sales Script

Disability Income (DI) — Opening

"[Name], did you know that your most valuable asset isn't your home or your car — it's your ability to earn a paycheck? State Farm's Disability Income insurance ensures that if you're ever unable to work due to illness or injury, you'll still have income coming in. Can I show you what that would look like for your situation?"

Disability Income — Key Questions

- How long could you pay your bills without a paycheck?
- Do you have sick days or short-term disability through your employer?
- If you were out of work for 6 months, how would that impact your family?
- How much of your monthly income would you want to replace?

Hospital Income (HI) — Opening

"Most people don't realize that even with great health insurance, a hospital stay can cost thousands of dollars out of pocket. Our Hospital Income policy pays you a daily benefit for every day you're hospitalized — you can use it however you need. Would you like to see how much coverage you could get for just a few dollars a day?"

Supplemental Health — Transition

"Now that we've talked about protecting your income, let me show you our Supplemental Health Insurance. This policy is designed to help cover the gaps your primary insurance doesn't — things like deductibles, co-pays, and even everyday expenses while you're recovering."

Closing the Health Sale

"Based on your situation, I'd recommend ________ coverage. With State Farm's e-signature, I can get your application started today. Does this work for you?"

Auto Billed — Short Term Disability

Hi _______, this is _______ at your State Farm office. How are you today? Great! The reason I'm calling today is the renewal is coming up on your Auto insurance in a few weeks and Emaly asked me to give you a call b/c he found a few ways to improve the policy AND decrease the premium. I wanted to review those items with you, do you have a few minutes?

Great! So it's all good stuff. The first thing I noticed was that you are not getting our mileage discount which is saving our customers a lot of money. How many miles are you putting on the _____? (ask about all cars). Ok, so based on that mileage, we should be able to save you an additional $___ each year on your policy! I'll definitely get that added on your policy so you can start saving money. We'll get you a new discount every renewal, I'll send you the enrollment information, just make sure to get it installed.

Ok, the other one I found is even better! As I'm sure you are already aware, the more policies you have with State Farm, the more benefits you receive. I noticed that I can get a benefit on you (or other insured) where if something happens to you and you cannot work due to illness or injury, we will help cover some of your monthly bills. Not only will it give you this new benefit, but you're also going to save $___ on your policy each year. I need to know what your specific job title is. Ok, I need to ask you a few more questions to make sure you are eligible for this benefit, because you do have to be in good health to qualify.

What is the name and address of your employer?

What is your height & weight?

Do you use Tobacco?

Have you had any major medical issues in the last 3 years?

What is your annual income?

Great, I've got everything I need. I can process these changes and get this benefit added to your policy, I just need to get a signature sometime before your renewal. What time of day would you be able to swing by the office, morning or afternoon? Ok, I can do ____ or ____, which works for you? Ok, great! I've got you down for ____ on ______.

Objections

(No thanks, I'm good) — Well, I'm calling to decrease your premium so there's no reason for us not to do this. What is your job title?

(Already have coverage) — That's awesome! This will also pay out and also we are decreasing your premium. Disability can only cover 65% of your income so this will help out. What is your job title?

Life/Health Product Insights

Supplemental Health Insurance & Supplemental Health Insurance Plus

Two New Supplemental Health Insurance Products

Enriched Policy Benefits to Fit a Variety of Customer Needs

The new Supplemental Health policies will replace the current Hospital Income policy. Both policies will offer e-signature, a new lump sum Hospital Admission Benefit amount and an improved Intensive Care Benefit. Please refer to your rate book for state specific policy features and benefit amounts.

Supplemental Health Insurance (HSA Compatible)

This policy is designed for individuals and families covered by a High Deductible Healthcare Plan (HDHP), and who are contributing to a Health Savings Account (HSA).

Features of the policy include:

• Hospital Admission Benefit — Pays a lump sum of $3,500 for the first day of Hospital Confinement.

• Hospital Confinement Benefit — Pays a $250 dollar amount for each day a covered person is confined in a hospital.

• Intensive Care Benefit — An additional Intensive Care Benefit of $250 is paid for each day of confinement in the intensive care unit of a hospital. This benefit is payable a maximum of 30 days for any one confinement.

See Ratebook for state specific policy features and benefits.

What is a Health Savings Account?

A Health Savings Account (HSA) is a special tax advantaged savings account designated for qualified medical expenses only.

• Tax deductible contributions
• Tax free withdrawals to pay for qualified medical expenses
• Tax-deferred earnings
• Yours to keep — money is not forfeited at end of the year

Eligibility:
• Covered under a high deductible health plan on the 1st day of the month
• No other health coverage except what is permitted
• You are not enrolled in Medicare
• You cannot be claimed on someone else's tax return.

Unexpected Ways Supplemental Health Insurance Can Help

$30,000	$5,588	$1,644	33%
Avg. cost of a 3-day hospital stay	Avg. annual cost for employer-sponsored health plan	Avg. deductible paid for care	Adults with unexpected medical bills in past 2 years

Supplemental health insurance benefits can be used to help offset costs related to an illness or injury that your primary health insurance doesn't cover. Here are some examples:

CHILD CARE

Pay someone to take care of your children while you are ill or in the hospital.

PET CARE

Keep your pets active even if your injury or illness makes it impossible to take them for walks.

MEALS

If you are unable to cook, you could use part of your benefit to have food delivered to your home.

HOME MAINTENANCE

Make sure the lawn gets mowed or the snow gets shoveled when you can't do it yourself.

TRANSPORTATION

Pay for gasoline or even airfare and parking if you need to travel to see a specialist.

DEDUCTIBLES

Help pay for deductibles not covered by your primary health insurance plan.

Know that not all policies allow benefits to cover all costs.
Be sure to read your policy carefully so you can be confident its coverage aligns with your needs.

How to determine if supplemental health insurance is right for you

Supplemental health insurance helps pay for costs and services that your regular healthcare plan doesn't cover.

Healthcare costs can add up quickly and unpredictably due to an illness or injury. Regular health insurance policies do not necessarily cover all potential costs, including out-of-network charges, deductibles and copays, to name a few. In fact, a 2020 survey found that a third of respondents had received at least one unexpected medical bill in the previous two years.

Unanticipated medical costs can really stretch your monthly budget. Supplemental health insurance, also known as secondary health insurance, can help close those potential budget gaps.

What is supplemental health insurance?

Supplemental health insurance is an insurance policy that helps you pay unexpected medical bills that your regular health insurance plan doesn't cover. Here are some examples:

- Unexpected child care – pay for someone to take care of your children while you are ill or in the hospital
- Pet care – keep your pets active even if your injury or illness makes it impossible to take them for walks
- Meals – if you are unable to cook, you could use part of your benefit to have food delivered to your home
- Home maintenance – make sure the lawn gets mowed or the snow gets shoveled when you can't do it yourself
- Transportation – pay for gas or even airfare and parking if you need to travel to see a specialist or make regular trips to a clinic
- Deductibles and co-insurance amounts – help pay for deductibles not covered by your primary health insurance plan
- Private room and private duty nurse fees
- Outpatient surgery
- Emergency room visits

Things to consider with supplemental health insurance

As you think about getting additional health insurance, begin by reviewing your current policies, including policies that cover partners/spouses and children. The key is to make sure that you're complementing — not duplicating — your primary health insurance.