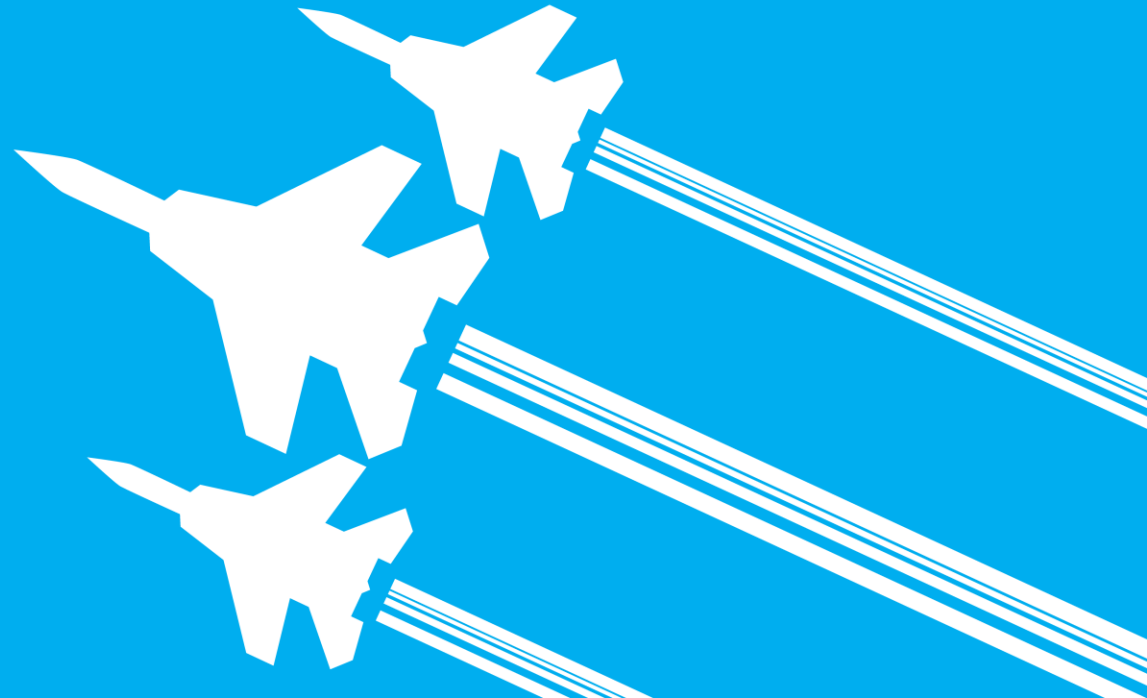




Winning from the Beginning

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Winning from the Beginning!

You can write virtually every MGIS opportunity if:

- You have the right **PLAN**
- You have the right **PRODUCER**
- You have the right **PROSPECT**

Winning from the Beginning

- What % of RFPs do YOU review BEFORE it's sent to MGIS for a proposal?

0% 25% 40% 75% 100% ?

- What is your biggest hurdle in reviewing RFPs?
- Key to SUCCESS with MGIS:

Review every RFP before it's sent to MGIS

RFP Review

Why should YOU review every RFP?

- Missing info
- Fewer revisions
- Sales coordinators don't have same mindset you have
- Plan your strategy early

“He who fails to plan, plans to fail”

RFP Review

What should YOU look for when an RFP comes in?

- Census

- Basics -- DOBs, genders, incomes, occs/specialties, elections (if voluntary)
- Are the Docs missing?
- Incomes – Estimated? Make sense?
- Who's in what class? Should they be?

RFP Review

What should YOU look for when an RFP comes in?

- **Census**
- **Inforce info:**
 - Current carrier? What does this tell me?
 - Inforce rate? Renewal rate?
 - Copy of the bill? Who's missing? Match the census?
 - Policy booklet? **CRITICAL!**
 - If no current carrier, how long in business? Spin-offs and consolidation

RFP Review

What should YOU look for when an RFP comes in?

- **Census**
- **Inforce info:**
- **What type of Docs are these?**
 - Is a “specialty or sub-specialty” definition meaningful?
 - Exact duties?
 - **Website** -- look for: Sub-specialties; board certification; foreign born

RFP Review

Requested Benefits:

- Requested LTD % and max?

- No specific benefits requested – What does this tell you?
- Low maximum benefit requested (i.e. \$5k) -- What does this request tell you about the group? The broker?
- How can you make our proposal more attractive?
- Do the Docs really need 60%?

RFP Review

Requested Benefits:

- Requested LTD % and max?
- Voluntary?
 - Minimum participation requirements and minimum size requirements?
 - Are the Docs participating?

RFP Review

Requested Benefits:

- Requested LTD % and max?
- Voluntary?
- Optional Riders
 - Current options?
 - Other options to quote? (Pension Contribution, Business Protection, Medical Malpractice Premium, Assisted Living, etc.)
 - 70% All Sources integration?

RFP Review: The Broker

The Broker:

- What is the broker's mindset?

- An employee benefits “spread-sheeter”?
- Target/Preferred SLF broker?
- A “financial planner”?

- Inforce broker?

- If so, focus is often on price versus replacement/”upgrade”
- If not, focus is on replacement through either lower price or better benefits

RFP Review: The Broker

The Broker (continued)

- Has the broker written an MGIS case before?
- Does the broker believe in our value proposition?
- Is the broker committed to another carrier?
- Is commission a key broker concern?
- Who are you interacting with – Broker? Assistant?
- Who's the Broker's contact at the group? Doctor? Administrator? HR?
- Will the broker allow you (or MGIS RVP) at the final presentation?

Navigating Underwriting

Discussions with MGIS Underwriting

- RFP Cover Letter/email – Critical!

- What makes this a “good” prospect?
- Who is the broker, and why partner with them?
- Specify Broker commissions
- Competition: Inforce and expected; rates to consider
- Timeframe needed

Navigating Underwriting

Discussions with MGIS Underwriting

- RFP Cover Letter/email – Critical!
- **Much easier discussions: everyone on the same page!**
 - Do you have a clear, concise, well-thought-out strategy?
 - NOT “strategies”:
 - “I need the lowest rates possible” or
 - “This broker will never do business with me if I can’t get to XX rate”.

***Treat every MGIS case like you would a
Large Group case!***

Navigating Underwriting

Discussions with MGIS Underwriting

- Why doesn't MGIS go out with our "best" rate first?
- Who do YOU go to for rate relief?
 - Original MGIS Underwriting Analyst?
 - MGIS Regional Sales VP?
 - Randy Tate?
 - Bill Lawrence?
 - Sun Life Underwriters?
 - Mike Joyce?
 - Jeff Brunken?

ANSWER: The original MGIS underwriter

Know where to go for what you need!

Added Value – Your MGIS RVP

- What can your MGIS RVP do for you?

- Help you lay the foundation of “value” with the broker
- Contract Comparison
- Ideas for alternative plans
- Positioning of value
- Analysis of older employees
- Analysis of partial disability benefits
- Marketing flyers
- Meetings / Conference calls with broker
- Available for finalist presentation

Delivering the Message (and the proposal)

- **Review the proposal – Is it correct?**
- **What should YOU include with the proposal?**
 - Cover letter -- explaining rates, benefits, value, commissions?
 - Contract comparison?
 - Older age employees analysis?
 - Partial disability benefit analysis?
 - Cost comparisons?
 - Marketing materials?

Delivering the Message (and the proposal)

Intercoastal Medical Group

LTD Benefits for Older Employees

Payroll Name	Specialty	Date of Birth	Age in 2013	Annual Salary	Mo. LTD Benefit	Hartford Benefit Duration (mos)	Hartford Max LTD Benefit	Sun Life/MGIS Max Benefit Duration (mos)	Sun Life/MGIS Max LTD Benefit	Difference: Sun Life/MGIS vs Hartford
Binns, John O.	Internal Medicine	07/09/1934	79	\$ 156,072	\$ 5,000	12	\$ 60,000	18	\$ 90,000	\$ 30,000
Harris, Lee S.	Internal Medicine	10/08/1938	75	\$ 25,248	\$ 1,262	12	\$ 15,149	18	\$ 22,723	\$ 7,574
Olson, David S.	Internal Medicine	11/10/1941	72	\$ 12,432	\$ 622	12	\$ 7,459	18	\$ 11,189	\$ 3,730
McBride, Michael B.	Family Practice	11/29/1943	70	\$ 82,032	\$ 4,102	12	\$ 49,219	18	\$ 73,829	\$ 24,610
			69		\$ -	12	\$ -	18	\$ -	\$ -
Hollen, Charles R.	Internal Medicine	03/07/1945	68	\$ 166,776	\$ 5,000	15	\$ 75,000	21	\$ 105,000	\$ 30,000
			67		\$ -	18	\$ -	24	\$ -	\$ -
			66		\$ -	21	\$ -	27	\$ -	\$ -
			65		\$ -	24	\$ -	30	\$ -	\$ -
Soussou, Issam D.	General Surgery	01/19/1949	64	\$ 351,888	\$ 5,000	30	\$ 150,000	36	\$ 180,000	\$ 30,000
Pober, Iren J	Gastroenterology	03/11/1949	64	\$ 595,368	\$ 5,000	30	\$ 150,000	36	\$ 180,000	\$ 30,000
Duckworth, Richard S.	Internal Medicine	07/27/1949	64	\$ 85,416	\$ 4,271	30	\$ 128,124	36	\$ 153,749	\$ 25,625
Marcantonio, Robert	Internal Medicine	01/14/1950	63	\$ 281,664	\$ 5,000	36	\$ 180,000	48	\$ 240,000	\$ 60,000
Gabriel, Bonnie L.	Internal Medicine	06/26/1950	63	\$ 171,024	\$ 5,000	36	\$ 180,000	48	\$ 240,000	\$ 60,000
Daiello, David C.	Internal Medicine	01/01/1951	62	\$ 182,448	\$ 5,000	42	\$ 210,000	48	\$ 240,000	\$ 30,000
Rabins, Sy	Family Practice	04/14/1951	62	\$ 136,992	\$ 5,000	42	\$ 210,000	48	\$ 240,000	\$ 30,000
Bramante, Joseph L.	Podiatry	01/14/1952	61	\$ 97,056	\$ 4,853	48	\$ 232,934	60	\$ 291,168	\$ 58,234
Wiseman, Rickey R.	Internal Medicine	10/01/1953	60	\$ 100,032	\$ 5,000	60	\$ 300,000	72	\$ 360,000	\$ 60,000

Delivering the Message (and the proposal)

Partial Disability Formula Analysis ("Best of Both Worlds")

Example #1: 60% Return to Work income

	Monthly		Year 1	Year 2	Year 2	Year 3	Year 3	Year 3	Year 3
	Total			Standard	SLF/MGIS	Standard	SLF/MGIS	SLF/MGIS	SLF/MGIS
Pre-disability	Disability	RTW	RTW	50% Offset	RTW	50% Offset	50% Offset	Prop. Loss	BOBW
Monthly	Benefit	Earnings	Partial	Partial	Partial	Partial	Partial	Partial	Partial
<u>Income</u>	<u>(60% to \$15k)</u>	<u>(40% loss)</u>	<u>Benefit</u>	<u>Benefit</u>	<u>Benefit</u>	<u>Benefit</u>	<u>Benefit</u>	<u>Benefit</u>	<u>Benefit</u>
\$50,000	\$15,000	\$30,000	\$15,000	\$100	\$15,000	\$100	\$1,500	\$6,837	\$6,837
\$45,000	\$15,000	\$27,000	\$15,000	\$1,500	\$15,000	\$1,500	\$1,500	\$6,837	\$6,837
\$40,000	\$15,000	\$24,000	\$15,000	\$3,000	\$15,000	\$3,000	\$3,000	\$6,837	\$6,837
\$35,000	\$15,000	\$21,000	\$14,000	\$4,500	\$14,000	\$4,500	\$4,500	\$6,837	\$6,837
\$30,000	\$15,000	\$18,000	\$12,000	\$6,000	\$12,000	\$6,000	\$6,000	\$6,837	\$6,837
\$25,000	\$15,000	\$15,000	\$10,000	\$7,500	\$10,000	\$7,500	\$7,500	\$6,837	\$7,500
\$20,000	\$12,000	\$12,000	\$8,000	\$6,000	\$12,000	\$6,000	\$6,000	\$5,469	\$6,000
\$15,000	\$9,000	\$9,000	\$6,000	\$4,500	\$6,000	\$4,500	\$4,500	\$4,102	\$4,500
\$10,000	\$6,000	\$6,000	\$4,000	\$3,000	\$4,000	\$3,000	\$3,000	\$2,735	\$3,000
\$5,000	\$3,000	\$3,000	\$2,000	\$1,500	\$2,000	\$1,500	\$1,500	\$1,367	\$1,500
\$2,000	\$1,200	\$1,200	\$800	\$600	\$800	\$600	\$600	\$547	\$600

Delivering the Message (and the proposal)

Georgia Anesthesiologists

LTD Plan 1: (Current Plan) 60% to \$10k, 180 EP for Docs; 90 EP for Staff

	UNUM Monthly Volume	UNUM Monthly Rate	UNUM Monthly Premium	Sun Life/MGIS Monthly Volume	Sun Life/MGIS Monthly Rate*	Sun Life/MGIS Monthly Premium	SLF/MGIS vs UNUM Mo. Difference
LTD: Docs	\$ 450,000	\$1.620	\$ 7,290.00	\$ 450,000	\$ 2.150	\$ 9,675.00	\$ (2,385.00)
LTD: Staff	\$ 373,985	\$1.620	\$ 6,058.56	\$ 373,985	\$ 0.575	\$ 2,150.41	\$ 3,908.14
Mo. Cost:			\$13,348.56			\$ 11,825.41	\$ 1,508.14
1yr Savings							\$ 18,097.72
3 yr Savings							\$ 54,293.16

* Costs are based on current census, include 5% MGMA discount for MGMA membership; rates are guaranteed for 3 yrs

LTD Plan 2: 50% to \$10k for Partners, 180 EP for Docs; 60% to \$10k, 90 EP for Staff

	UNUM Monthly Volume	UNUM Monthly Rate	UNUM Monthly Premium	Sun Life/MGIS Monthly Volume	Sun Life/MGIS Monthly Rate*	Sun Life/MGIS Monthly Premium	SLF/MGIS vs UNUM Mo. Difference
LTD: Docs	\$ 450,000	\$1.620	\$ 7,290.00	\$ 530,000	\$ 1.757	\$ 9,312.10	\$ (2,022.10)
LTD: Staff	\$ 373,985	\$1.620	\$ 6,058.56	\$ 373,985	\$ 0.575	\$ 2,150.41	\$ 3,908.14
Mo. Cost:			\$13,348.56			\$ 11,462.51	\$ 1,871.04
1yr Savings							\$ 22,452.52
3 yr Savings							\$ 67,357.56

* Costs are based on current census, include 5% MGMA discount for MGMA membership; rates are guaranteed for 3 yrs

Proposal Follow-up

- Proposal follow-up

- Don't wait until the last minute!
- Ask for feedback
- Does the broker really understand what our rate(s) is/are?
- Does the broker understand the proposed benefits?
- Contract comparison – does the broker understand it?
- Can we influence the broker's own “spread-sheet”?
- Do you need to “tweak” the proposal ?
- Who is the competition? Can you get a copy of their proposal? Did they provide a comparison?
- Can you clearly articulate why the broker should be concerned about selling an “inferior” plan?
- ASK the broker to let you meet with the group!
- Don't get discouraged – some groups take a long time to decide!



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Questions?

