



Effective Account Management in an Ever Changing Industry

THE ELEVENTH ANNUAL INTERCOMPANY LONG TERM CARE INSURANCE CONFERENCE

ILTGI



Agenda

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Introductions

2

The Importance of Account Management

3

If You Don't Take Care of Them, Prepare to Lose Them:
Case Study of a Transfer

4

Q & A Discussion

5

Wrap-Up



Today's Session

1

Typically Carriers Focus on Implementing a Case More than the Follow-on Relationship / Account Management

What are Some Best Practices to Keep an Account Satisfied and Growing?

A Dissatisfied Client May Switch to a New Carrier and Request a Transfer

Transfer Cases Can be Complicated for the Certificate Holder

How Does the Employer Support a Transfer Program and What is Communicated?

Effective Account Management is Required in an Ever Changing Industry



Your Panelists

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- Alison Fichter, Senior Account Manager with Genworth Financial
- Diane Turro, Director – LTC Account Management with MetLife
- Jeff Levin, Group LTC Implementation Leader with Genworth Financial



“Enrollment is Done, So Now What?” **2**

Post Implementation / Account Management

- Single Point of Contact
- Reporting: Quarterly, End-of-Year
- Annual Reviews
- Compliance / Legislative Updates & Changes
- New Hires
- Future Purchase Options (FPOs)
- Re-Enrollment Campaigns
- Acquisitions / Divestitures
- Continued Human Resources Training

Account Management is Critical to a Continued Relationship



“What is a Transfer?”

3

A *transfer program* is when an employer elects to change insurance carriers. As part of the change, existing insureds are given a one time opportunity to move from the previous carrier to the new carrier. The insured's new premium takes into account reserves transferred from the previous carrier.

Following the transfer program for current insureds, an open enrollment campaign is conducted for both transferees and new entrants. The open enrollment program allows transferees the opportunity to change their current coverage and for previously uninsured eligibles to apply with various underwriting requirements.



Decisions, Decisions, Decisions...

3

Why Would an Employer Change Carriers and/or Transfer Their Program?

- Poor Customer Experience
- Existing Carrier Exits the Marketplace / Stops Selling New Business
- Significant Premium Rate Increase to Participants
- Product Evolution
- Broker of Record Change
- New Ownership



Lets Look at A Case Study

3

ABC Company

- Sitused in Chicago, Illinois
- 15,000 Employees
- Original Program Effective Date: March 1, 2006
- 1,200 Current Insureds
- Average Age: 45
- New Broker of Record



Timeline

3

Reserve Transfer Case Timeline

- Employer Notifies Existing Carrier and Sends Termination Letter
- Determine / Request Reserve Transfer Provision
- Request Estimate of Reserves
- Existing Carrier Provides Plan Documents to New Carrier
- Determine Transfer Program Timeline and Effective Date
- Reserve Transfer Agreement Sent for Review and Agreement
- New Carrier Receives Transfer File
- New Carrier Sends Mailing to Insureds / Transfer Election Period Begins
- Transfer Election Period Ends
- Final Reserve Transfer Agreement is Signed by Both Parties
- Existing Carrier Wires Funds to New Carrier

Next Step: Open Enrollment Campaign Begins



To Summarize...

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Beyond Implementation, Strong Account Management is Critical to a Successful Long Term Client Relationship

Poor Account Management Can Be One Reason for a Client to Switch Carriers

A Dissatisfied Client May Switch to a New Carrier and Request a Transfer of Reserves

Transfer Cases Can Be Complicated and Require Time to be Done Properly

Clear Communication is Paramount for a Successful Transfer Program

Effective Account Management is Required in an Ever Changing Industry



Q & A Discussion

4

Questions?



Wrap-Up

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Thank you for attending this session.
Enjoy your day!