

# COMPLIANCE

## Retention: Best Practices



**Ready-Agent™**  
A PROGRAM BY NEISHLOSS AND FLEMING

**NEISHLOSS &  
FLEMING, LLC**

AN INTEGRITY COMPANY

## Best Practices

- Prospecting for clients, meeting with them, filling out an application, and submitting it is time consuming, but worth it!
- You AND the client have worked hard at the relationship you have developed.
- You've both put in time and effort to come to an agreement about coverage.
- You wrote a policy for them!
- You want to keep that client and thank them for taking that extra minute with you..... so what can you do to help keep that client?
- What are some of the best compliant practices as far as client retention is concerned?

# Connect with Your Clients

- You don't have to spend a lot of money or time to make a lasting impression on your clients; and let them know they are important to you
- What can you do that will benefit both of you?

## Newsletters

Keep your clients “in the know” with a monthly newsletter.

Potential Topics:

- General health care changes
- Medicare health care changes
- Tips for living a healthy lifestyle
- Healthy recipes
- Coupons for local markets or dining establishments
- Articles of relevance in your community

## Open House

An Open House doesn't have to be isolated to when you first open your doors! Why not host a quarterly open house for your clients!

- Encourage your clients to bring the grandchildren!
- Involving a client's extended family also lets them know they mean something to you, other than a policy number.
- Have some take away packages for your clients to grab at the event:
  - Include some printed articles about health care, healthy living etc. for your client to read.
  - Include a magnetic business card so they always know how to contact you.
  - Include a snack or other small item (eyeglass cleaning cloth, pill case etc.).
  - Everybody loves "freebies."

## Cards in the Mail

Who doesn't enjoy opening the mailbox and seeing a hand addressed card for them?

Being remembered makes everyone feel good about themselves and it will make them feel good about you because you cared enough to recognize them.

- Send your clients a birthday card!
- Send a congratulatory card on a new grandchild or child!
- Send Christmas cards personally signed by you and your staff!
- You can even send seasonal cards for Spring, Thanksgiving, etc.!

## Email Options for Retention

Emails are very popular, even with the older Medicare population!

Email is a great way to build your relationships with your current clients, and build your business with referrals!

- Just as with a phone call, you can email your current clients to follow up on their plan, answer any questions they may have, and offer your services for their friends or family who can call you for more information!
- Include links to articles or websites that contain information your clients need or want!
  - New gym opening in the area? Mention it!
  - New food store opening? Note the name!
  - Recent TV show or article concerning the Medicare population - Post the link!
  - Lifestyle interest links – cooking, diabetes prevention etc? Share the info!

## Visual Options for Retention

America's older population is becoming very savvy with the technology!

Frequently, they search for information they need on the internet before picking up the phone. This presents a fantastic opportunity for you to build on client retention by offering digital information to your clients.

Provide your website or links with specific information that will be valuable and educational:

- Seeing changes about healthcare or Medicare? Get a notice to your clients electronically and include the link.
- If you have your own website, host a webinar on the basics of Medicare or post a PowerPoint/other video-based presentation for your clients to view.
- Does Johnson & Johnson have a great article out about flu prevention? Post the link for your clients to read!
- Make the information readily available, keep them abreast of the latest health care news and tips for healthy living. You will build their trust in you as their informed, knowledgeable agent!



# You Can Make Phone Calls Too

- You can make follow-up phone calls to existing members to discuss their current plan and any questions they may have
- During your discussion, you can let them know that you can also help any friends or family members of theirs that may need health care information
  - Those friends and family can call you after your client has talked to them and they WANT to contact you for help  
A referral from a friend or relative is the most valuable type of lead

# You Can Give Your Clients Gifts

Every client is important. Clients who have more than one policy or type of business with you are more likely to stay a client for a long time. These clients may be ones that you would like to send a little gift to.

Here are some great examples of what you can gift your clients:

- You can offer small gifts to your current clients for Medicare-covered preventive services that have a zero-dollar cost-share
- OR
- You could reward a current member with a \$15 non-convertible-to-cash gift card for a local store as a “thank you” for being a valued client and for retaining their business with you

# Rules on Providing Gifts to Your Clients

- Be offered in connection with the whole service.
- Be offered to all eligible members without discrimination.
- Have a monetary cap not to exceed \$15 per reward item (based on the retail value of the item).
- Be tracked and documented during the contract year.
- Comply with all relevant fraud and abuse laws, including, when applicable, the anti-kickback statute and civil monetary penalty prohibiting inducements to beneficiaries.

## Rules on Providing Gifts to Your Clients

The gifts CANNOT:

- Include items that are considered a health benefit, (e.g., a free checkup)
- Include items that consist of lowering or waiving co-pays
- Be offered in the form of cash or other monetary rebates
- Be used to target potential enrollees (e.g., used in pre-enrollment advertising, marketing, or promotion of the plan)
- Be structured to steer enrollees to specific providers, practitioners, or suppliers
- Be tied directly or indirectly to the provision of any other covered item or service
- CASH IS NOT ACCEPTABLE FOR A REWARD OR INCENTIVE FOR ANY CLIENTS – REGARDLESS OF THE AMOUNT

## Summary

- Your clients are not a one-and-done deal.
- You've built a trusting, educational relationship with them and you want to keep them coming back to you for future needs.
- Providing them with free, insightful information or rewards and incentive-based gifts is a great way to ensure your relationship is long-lasting!