

COMPLIANCE

How Do I Find Clients?



Ready-Agent™
A PROGRAM BY NEISHLOSS AND FLEMING

**NEISHLOSS &
FLEMING, LLC**

AN INTEGRITY COMPANY

Initial Contact

- CMS is the governing body for Medicare and Medicaid.
- CMS regulates all Medicare marketing including:
 - Brochures, direct mail, TV ads, Internet ads, print ads, radio, billboards, etc.
 - Because of this, prospecting may seem difficult, but it doesn't have to be.
 - There is a **RIGHT** and a **WRONG** way.



The Centers for Medicare and Medicaid Services (CMS)

In terms of prospecting for Medicare, initial contact must be made by the potential client:

- DO NOT
 - Solicit door-to-door (Includes leaving a flyer).
 - Approach potential clients in common areas (Parking lots, lobbies, etc.).
 - Cold call potential clients.
- The rule for initial contact does not apply to direct mailing pieces:
 - Direct mail leads are the most popular and effective way of finding new Medicare clients

Outreach Options

Direct mail leads are pieces sent to select areas, usually by zip code, that are attempting to elicit a response from the consumer. These pieces can be branded or generic.

- Business Reply Cards
 - The recipient fills out his or her information and returns the card, meaning that the agent can then reach out directly.

This type of outreach is popular because it is CMS-approved.

- The downside of direct mail is that many print ads received via standard mail are quickly looked over and thrown out

Outreach Options

Website or internet ads can be effective due to potentially quicker response times

- The downside is that fewer seniors use the internet as extensively as other media forms.

TV and radio ads are potentially the most seen or heard by seniors.

- This method is the most costly form of advertising
- Can be difficult to specifically target your desired audience
- Oversaturation by other ads can result in your message being lost in the “noise”

Outreach Options

Direct email outreach is prohibited by CMS as a means of initial contact, but can be used for other contact if consent is given.

- Agents can contact existing clients for marketing purposes, assuming that the client has given permission for those types of communications.

Educational Events

- Agents who aren't interested in direct mail leads can prospect by holding educational and/or sales meetings
- An educational event is meant to inform Medicare beneficiaries about Medicare, Social Security, and coverage options
- These events will not have a marketing aspect and cannot involve any specific information regarding carriers or plans.
- Educational events are effective, because they provide a platform for agents to prove that they are informed and able to answer clients' questions

Sales Events

- Sales Events are specifically designed for agents or brokers to market a plan or group of plans:
 - Premiums, benefits, and plan details may be discussed
 - Must be scheduled separately from Educational Events
- Sales Events can be either Formal or Informal:
 - Formal Events involve a presentation of plan information
 - Informal Events are held at a table or kiosk and prospects can simply approach and enroll in a plan
- Sales Events can be very effective when following Educational Events
 - Consumers are recruited by the Educational Events and the agent is able to enroll multiple clients at a single venue