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## IBC hosts broker community for event at Citizens Bank Park

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On Thursday, September 6, Independence Blue Cross held a unique event for area Medicare brokers at Citizens Bank Park. As the Centers for Medicare and Medicaid Services (CMS) 2013 Annual Enrollment Period (AEP) approaches, the all-day summit sent a message to brokers that IBC intends to be a major league player in the Medicare Advantage individual market and that they will be a critical part in that success.

Last year, IBC entered the 2012 AEP with a new resolve to win back former members and attract new ones with our Keystone Select 65 Medicare Advantage HMO product. Offering premiums as low as \$15 a month, it was IBC's most affordable Medicare Advantage plan in years. It was also the first time IBC engaged brokers to sell our Medicare Advantage individual products.

### A day at the park

We achieved great success during the 2012 AEP, and IBC wants to, again, "hit it out of the park" for 2013 with Medicare Advantage plans created to attract even more Medicare beneficiaries in the five-county area, as well as greater broker participation. And what better way to "hit a home run" than to hold a major-league broker summit at Citizens Bank Park?

The all-day event hosted nearly 150 brokers from the region and was designed to explain our new Medicare Advantage plans, reinforce our commitment to a successful AEP, and introduce helpful resources available to them.

The day's events included:

- Opening remarks from IBC President & CEO Dan Hilferty;
- Introduction to a new multimedia sales presentation;
- A presentation about our Healthy Lifestyles benefits;
- A "Lessons Learned from 2012 AEP" discussion from IBC Regulatory Performance department associates;
- A presentation from motivational speaker Steve McClatchy;
- A tour of Citizens Bank Park;
- A visit from the Phillie Phanatic;
- A photo opportunity with former Phillie Greg "The Bull" Luzinski.

### Better products, better resources


When we talk about "hitting it out of the park" in 2013, we mean it! At the start of last year's AEP, IBC had engaged approximately 250 brokers to sell our Medicare Advantage individual products. This year, we are ramping up that number to 500 brokers by the start of AEP! And in addition to the new, enhanced plans, IBC introduced new resources to brokers to help them sell to potential members, including:

- a dedicated Broker Medicare Resource Center call unit staffed to answer broker questions and inquiries;
- customizable materials, such as flyers and other advertising materials;
- a ready-to-use, CMS-compliant sales presentation brokers can store on their laptops and use during client meetings.

Why the effort to engage the broker community? Director, Medicare Sales [Janet Toole](#) says it has to do with a changing trend in the Medicare market. "In previous years, we relied primarily on our sales staff rather than brokers when it came to Medicare plans," explains Janet. "But as the market becomes more reliant on individual sales, and our products are more desirable, brokers have proven to be essential to increasing membership."

Janet adds that the more we can do to support brokers in their efforts, the greater Customer Experience we can offer Medicare beneficiaries. "When brokers have the resources they need, the better prepared they will be to answer beneficiary questions," she says. "That will help current and potential members feel more assured and confident that IBC has the Medicare Advantage plan for them."

Check the Iway in the coming weeks for updates on the 2013 AEP and our new Medicare Advantage plans. For a photo recap of the event, check out our slideshow below!

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