



Four Reasons to Sell LifeSecure's Supplemental Health Products

LifeSecure Insurance Company is helping health insurance brokers across the country boost their sales with supplemental health coverage. As an Anthem Blue Cross Blue Shield agent, you now have the incredible opportunity to add **accident**, **critical illness** and **hospital indemnity** products to your book of business from a carrier trusted by Anthem. Here are the top four reasons to get appointed with LifeSecure and offer supplemental health solutions to your clients.

- 1. Stand out from your competition.** Most of your competitors can generate a quote or deliver a renewal. Show your clients that you have much more to offer. Use supplemental health coverage to expand the conversation – learn their concerns, uncover potential risks and better understand their needs. Delivering a solution will help you deepen your relationship.
- 2. Breathe new life into your bottom line.** You bring incredible value as a hard-working, trusted advisor and you should be compensated accordingly. LifeSecure can help you get there – our budget-friendly supplemental health products can significantly grow your revenue.
- 3. Better protect your members.** Whether they have a high deductible health plan or top-of-the-line health coverage, your clients will likely face unexpected out-of-pocket costs related to their health care. Can they afford it? Pairing health insurance with supplemental health coverage can create a broader solution for life and health-related risks and save your clients money in the long run.
- 4. Protect your book of business.** Supplemental health products are quickly becoming a staple in today's market because they're helping families address real concerns. They're also helping brokers create new revenue streams, which is fueling their desire to get in front of more prospects. Don't let another agent steal your sale! If you don't start talking to your clients about supplemental health insurance, chances are someone else will. Bringing flexible solutions to the table that meet your clients' needs will help improve client loyalty and shore up your health retention.

To learn more, call your Regional Sales Consultant or
our Agent Support Care line at 866.582.7701 or visit YourLifeSecure.com

Accident • Critical Illness • Hospital Indemnity

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