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# Cross-Selling Hospital Indemnity

**Providing better coverage for your clients**

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Senior Marketing Specialists University  
SMS-University.com  
(800) 689-2800

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Hospital Indemnity Insurance (HIP) is an indemnity policy designed for when a client enters the hospital to help offset or eliminate any hospitalization co-payment or costs.

Benefits are  
paid directly to  
the policy  
holder

Most plans  
have  
simplified  
underwriting

**HIP can be paired with any  
other insurance plans:**

- **Medicare Advantage**
- **Medicare Supplement  
(example: High Deductible F  
or Plan K)**
- **Group coverage**
- **Stand-alone plan**



HIP aligns with Medicare Advantage plans, as many Medicare Advantage (Part C of Medicare) plans have a per day occurrence or a lump sum amount that can be offset with a HIP.

For many agents, this is the target market for HIP.

Plus, Hospital Indemnity is listed on the Scope of Appointment (SOA) form and can be sold at the same appointment.

Please initial below beside the type of product(s) you want the agent to discuss.

(Refer to page 2 for product type descriptions.)

- ☐ Stand-alone Medicare Prescription Drug Plans (Part D)
- ☐ Medicare Advantage Plans (Part C) and Cost Plans
- ☐ Dental/Vision/Hearing Products
- ☒ Hospital Indemnity Products
- ☐ Medicare Supplement (Medigap) Products

Take advantage of CMS rules and maximize your appointments!



## sample offering.

Below is an excerpt from a Medicare Advantage Summary of Benefits:

### Inpatient Care

#### Inpatient Hospital Care

Our plan covers an unlimited number of days for an inpatient hospital stay.

- In-network:
- \$345 copay per day for days 1 through 5
- You pay nothing per day for days 6 through 90
- You pay nothing per day for days 91 and beyond

As you can see from the example summary of benefits (benefits for the plans in your area may differ), the in-network hospital copayment is \$345 per day for days 1-5.

When explaining this to a client, simply say something along the lines of:

*“When you are admitted to the hospital, your co-payments will be \$345 per day, days 1-5. After day 6 you are covered 100%.”*

*We do have a hospital benefit available that can offset some or all the hospital co-payment. I will explain that benefit in greater detail at the end of this book.”*

----- OR -----

*“I do have an optional hospital benefit that can be added that will send you a check for some or all of the hospital co-payment. I will tell you more after we work through this book.”*



# additional benefits.

Many plans have additional riders you can add to the coverage (will vary depending on the carrier):

- Ambulance Services
- Skilled Nursing
- Outpatient Services
- Cancer Lump Sum Benefit

Depending on your client’s needs and concerns, your plan structure may vary. One popular rider is the lump sum cancer benefit. This provides a lump sum of money, usually from \$1,000 - \$10,000, on the first diagnosis of certain cancers.

As you can see from the sample excerpt to the right, your client will owe 20% of all radiation treatments.

<b>Diagnostic Tests, Lab and Radiology Services, and X-Rays</b>	Diagnostic radiology services (such as MRIs, CT scans): 20% of the cost
	Diagnostic tests and procedures: 20% of the cost
	Lab services: \$20 copay
	Outpatient x-rays: <del>\$20 copay</del>
(Costs for these services may vary based on place of service)	Therapeutic radiology services (such as radiation treatment for cancer): 20% of the cost

With that potential high out of pocket cost, a lump sum cancer rider can help offset or eliminate any cost, depending on the benefit and policy.

## Sample Statement:

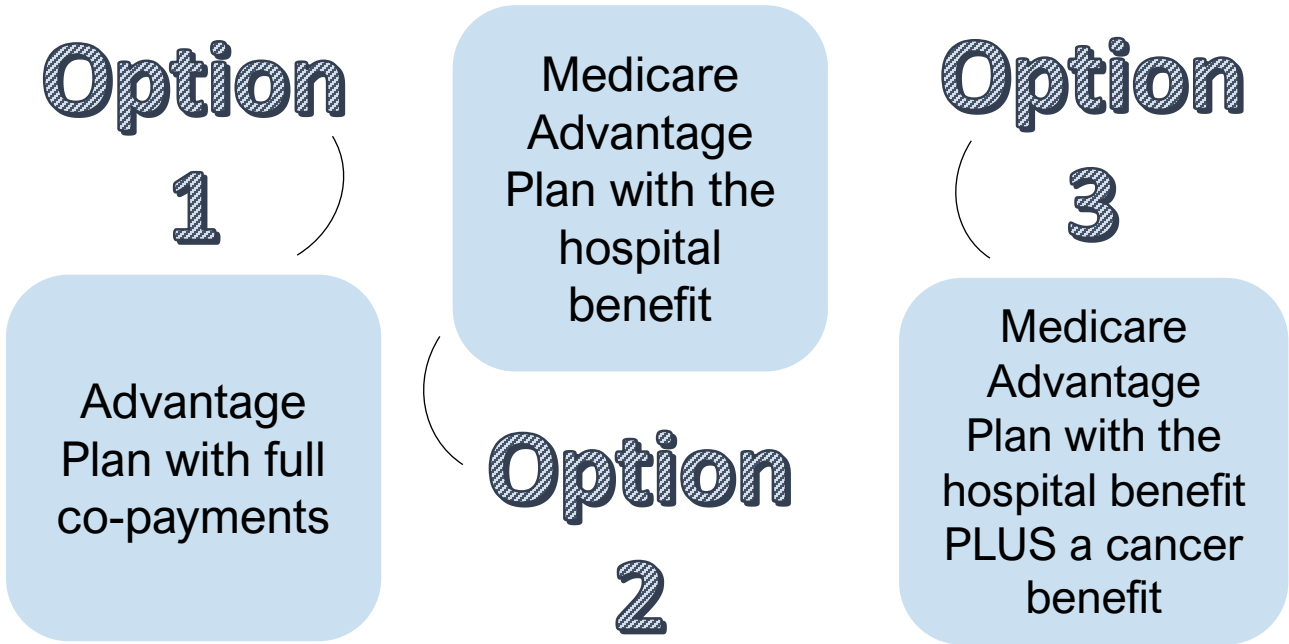
*“We can structure the hospital benefit I mentioned to have a lump sum benefit to be delivered to you to help pay for chemotherapy, doctor office visits, other therapies, travel if you want to get treatment out of town, and/or hire a home health aide to assist you and your family during the chemo process etc.”*





# three option solution.

When you reach the end of the summary of benefits, you can offer three options for your clients to choose from:



## Example:

Option 1 – Plan with full co-payments \$X per month

Option 2 – Above plan with the hospital benefit that will offset some or all the costs of being an inpatient for only \$X per month

Option 3 – All of the above, plus a cancer benefit that will give you \$X to help offset treatment costs not covered by Medicare or insurance for \$X per month

Medicare  
Supplement

Run Quote

Medicare  
Advantage / PDP

Run Quote

Final Expense  
Life

Run Quote

Hospital  
Indemnity

Run Quote

## quoting made simple.

Auto calculates  
your premium  
amount

The *Senior Marketing Specialists Quote Engine* offers the ability to show HIP plans stand alone or side by side with our *Fill the Gaps* options

\$26.17

Plan: **Hospital Confinement**

HH Discount: **0.07%**

Policy Fee: **\$0.00**

AM Best Rating: **Stable**

SP Rating: **n/a**

Market Value: **n/a**

Choose  
your benefit  
amount

Hospital Confinement Benefits **Base Plan**

Benefit Amount

\$275 / 6 Days

+ \$21.78

Ambulance Benefits

Benefit Amount

\$250 / 3 Days Per Year

+ \$4.39

Skilled Nursing Facility Benefits 1

Add  
additional  
riders



**your business partner.**

**You are in business for  
yourself, not by yourself.**

**Senior Marketing Specialists can:**

- Assists you in ordering carrier marketing materials
- Provide additional training and educational opportunities
- Contract you with the most competitive carriers
- Support you and your office staff
- Create marketing plans
- And more...



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