

## Turning Bronze (Plans) Into Gold

### Getting Over Health Plan “Sticker Shock”

Many individuals, especially families with dependent children, recently experienced “Sticker Shock” when comparing their health insurance options this past open enrollment. They saw the effects of Guarantee Issue coverage, policy standardization into 4 metallic tiers, the addition of essential health benefits and new member level billing on the cost of a policy. More often than not, these individuals found that purchasing coverage was anything but “Affordable”.

### High Cost of Using New Coverage

Even with Federal premium assistance to help defray the cost, Americans are still exposed to financial risk if medical services are needed. Most plans in the market have cost-sharing out-of-pocket limits (deductibles, coinsurance and copays) capped at \$6350 for individuals and \$12,700 for families. Unfortunately, individuals with newly purchased coverage may delay accessing needed care or skip filling a prescription due to the high cost using services. In certain circumstances, many could still be exposed to risk and have difficulty paying their medical bills in the event of a significant health concern.

### Employer Benefits Help Fill the Coverage Gap

Regardless of whether or not employees have health insurance through work, employers have the best opportunities to help reduce this out of pocket risk and provide a financial safety net to their employees – for little or no cost to the company. To begin with, employers have access to better plans at affordable group rates that individual employees cannot purchase on their own. When made available to the employees on a voluntary basis, there is no cash outlay for the company. The premiums are 100% employee paid. In addition, the employees benefit from the convenience of paying premiums through payroll deduction, tax savings when benefits are paid through a Section 125 plan, and increased job satisfaction through a stronger employee benefits package. Finally, pre-tax payroll deductions help lower the company’s payroll taxes and can also help lower Workers Comp premiums. Voluntary plans provide a win/win for the company and its employees.

### Defined Contribution – Give Your Employees an Allowance

If the company wants to help employees pay for these supplemental and voluntary plans, Defined Contribution is an excellent way to help contain costs yet still provide a wealth of choices to the employees. Under Defined Contribution, the company offers a fixed dollar amount, such as \$25 per month, to each employee towards the purchase of benefits. Employees use these funds to enroll in their desired plans and level of coverage. If additional plans or coverage is desired, each employee has the option to “buy up” through payroll deduction, preferably on a pre-tax basis.

### Better Plans Through Membership

As an Exchange/Association member, your company has access to a diverse portfolio of voluntary benefits and supplemental plans that can benefit your employees. You will find that our plans are richer and have more flexible underwriting requirements (such as no enrollment minimums) than you could get on your own. Moreover, all plans offer low premiums and include Guarantee Issue options. Our supplements from Colonial Life even pay your employees cash to encourage them to be healthy and utilize their health plan’s preventive services. We are proud to offer the following Colonial Life products: Hospital Confinement, Accident, Critical Illness and Short Term Disability.

### Unlimited Doctor Consultations Available – Even Off Hours!

Several Bronze and Silver plans only include limited office visits. After these are used, all subsequent visits are subject to the plan deductible and at substantially higher out of pocket costs. Our Telemedicine program from CADR+ provides your employees with unlimited access to licensed physicians via their phone or PC – anytime, anywhere. Unlike a nurse line, your employees will have access to a licensed MD that can not only diagnose and triage but also prescribe needed medication for pick up at the local pharmacy. Now your employees can protect their health benefits and save money by avoiding expensive trips to the doctor, urgent care or emergency room.

### No Medical Benefits at Work – No Problem!

Since 2014, health insurance has been the law. However, you do not need to have a group medical policy in place to help your employees get needed protection. Our Exchange plans will work with both individual and group medical coverage. Moreover, we have no enrollment minimums - your employees can personalize their options and select the plans and level of coverage to meet their families’ needs. All of the plans will help reduce their out of pocket risk and our supplements will pay cash benefits to help your employees cover the cost of their medical deductibles and pay for unforeseen medical bills.

### Hassle Free Implementation and Administration

Working with a dedicated team of Benefit Counselors, we will coordinate the employee education and awareness process for you. Once enrolled, the company will receive a single, consolidated bill for all employees and their elected coverages.

### For More Information Contact:

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