

HOW TO HAVE THE **MEDICARE** CONVERSATION

Approaching the topic of health care costs in retirement with clients can be intimidating. Even if your client brings it up, you may feel uneasy because it's outside your expertise or seems intrusive. Here are some of the main opportunities for the conversation — plus, how to navigate the conversation.

BEFORE YOU START, REMEMBER:

- **Be patient** — Some older clients' cognition might be slowed, and Medicare is complicated. You might need to repeat some information or simply empathize with how confusing it is.
- **You don't have to know all the answers** — Rely on Medicare BackOffice® materials and our Licensed Insurance Agents. Position yourself as the resource guiding clients to the answers.
- **Reinforce that clients are in control of their choices** — Emphasize to clients that they still get to make their own decisions regarding their health care coverage.

CONVERSATION ENTRY POINTS

WHEN	WHAT TO SAY	HOW TO REFER
Before a client's 65th birthday	"While 65 may seem a way off, be aware that waiting until your birthday is not ideal. You can take some steps now to prepare for the Medicare choices you'll need to make, to plan for the upcoming expenses and to prevent costly penalties."	"I have a Medicare guide to get you started, and I can refer you to reliable, friendly people who can help guide you through the enrollment process and finding supplemental coverage."

WHEN	WHAT TO SAY	HOW TO REFER
Open Enrollment Period (Oct. 15 – Dec. 7)	“With Medicare’s open enrollment around the corner, I wanted to remind you to review your health care coverage so you avoid costly surprises and keep on track with your financial plan.”	“I’d recommend you call Medicare BackOffice. The agents there can review your existing plan, identify any changes and compare your plan to others to see if there are areas for potential savings or better coverage.”
Discussing taxes	“Did you know that higher-income beneficiaries pay a higher Medicare Part B premium? Seeing your modified adjusted gross income, we should keep an eye on your Medicare expenses and look for ways to manage them.”	“I’d recommend you call Medicare BackOffice. The agents there can help you find affordable plans that will help you manage your health care costs.”
Discussing Social Security	“If you claim Social Security at the earliest age possible, 62, we’ll want to make sure we plan for your monthly benefit amount to drop when you enroll in Medicare. If you delay Social Security until after you enroll in Medicare, we’ll also want to make sure we account for your Part B premiums coming out then, too.”	“To understand this further, I’d recommend you call Medicare BackOffice. Their agents can help you see what you’ll pay in Part B premiums and make sure you get a great price”



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1.877.385.8083