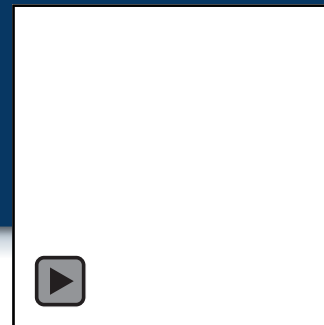


# Transforming Health Insurance through Supplemental Products

Introducing Flex Accident and Critical Illness  
Product Training



# What sets Flex Benefits apart

- We empower agents with a simple and easy to use platform
  - Our platform is based on a mobile first design principal.
  - We recognize this powerful trend toward the immediacy of communications and transactions.
  
- Our products are designed to address consumers needs
  - one size doesn't fit all. We've created 7 distinct packages to address a variety of consumer needs.
  - Benefits levels can be modified to best match consumer needs across a variety of major medical plan design (Individual ACA, Medicare, Small Group).



# Flex Benefit Plan Overview

## ➤ Flex Accident Insurance with optional riders for Sickness

- Accident Medical Expense - pays all out of pocket expenses up to face value
- Accident Disability Income Expenses - short-term income replacement
- Wellness, Physician Office Visit (POV), Emergency Room (ER), Hospitalization, Surgical are available sickness riders (not available in all states)
- Form CL-ACC-2000-GP

## ➤ Flex Critical Illness Insurance

- Pays on more than one illness
- Pays on recurrence of same illness (per schedule)
- Form CL-CI-2000-GP

Underwritten by Companion Life Insurance Company (CL) - rated A+ by AM Best in January 2024 for its financial strength and claims paying ability. Administered by the Loomis Company.



# Flex Benefit Unique Plan Features

## Flex Accident Differentiators

- AME benefit value increases by \$500 in years two and three of the policy to help keep up with rising out of pocket costs
- \$250 deductible on AME reduces by \$100 per year for each year on a policy - encourages persistency and increases lifetime value
- Embedded \$25,000 Accidental Death and Disability

## Flex Critical Illness Differentiators

- 18 diagnosis including non-traditional illnesses like Alzheimer's, Amyotrophic lateral sclerosis (ALS), Multiple Sclerosis (MS), bipolar disorder, and schizophrenia
- Recurrence Coverage for invasive cancer, cancer in-situ, heart attack, stroke, and coronary artery bypass

Both are guarantee issue products with simple enrollment processes

Issue Ages 18 – 79 for primary and spouse (dependents to age 26). Coverage ends at age 85.





# Accident Medical Expense Benefits

- Unlimited number of accidents each year
- Claims are paid for a “covered accident”.
- The policy helps pay for out-of-pocket expenses not covered by major medical plans. We will accept an explanation of benefits “EOB” from a major medical plan as a proof of an expense.
- A single accident has a 180 day benefit period
- \$250 calendar year deductible
- Plan design encourages persistency
  - The deductible reduces by \$100 each calendar year until it reaches zero.
  - The AME Benefit value increases by \$500 on the first and second anniversary - this helps offset deductible inflation.



# Accidental Death and Dismemberment

- We embed this benefit in every Accident plan
- Pays on a death or dismemberment resulting from a covered accident
- Pays \$25,000 death benefit for covered primary insured and spouse.
- Death benefit for child dependent is \$12,500
- Pays dismemberment benefits based on a schedule for loss of limbs, sight, hearing - see brochure or outline of coverage for exclusions and limitations.



# Accidental Disability Income

- Primary insured coverage only
- Pays the selected benefit amount each week up to 13 weeks (91 days)
- Subject to a 14-day elimination period
- The Covered Person must be gainfully employed at the time of the Covered Accident to be eligible for benefits
  - Gainfully employed means employed or self-employed for gain or reward in any business, trade, profession, vocation, calling, occupation, or employment
- Benefit applies when covered person is unable to engage in any employment or occupation for which he or she is or becomes qualified by reason of education, training, or experience and is in fact not engaged in any occupation for wage or profit. Total disability must be certified by and require the regular care of a doctor.



# Indemnity Riders - Sickness Benefits

|                                 |                                      |
|---------------------------------|--------------------------------------|
| In-patient hospital confinement | Physician office visit / Urgent Care |
| Emergency Room                  | Outpatient surgical                  |
| Physician wellness office visit |                                      |

- Riders attach to the Flex Accident policy
- The riders cover sickness only on an indemnity basis
- Benefit face amounts and # of days may vary by benefit package
- Create your own “Freestyle” benefit package.
- Sickness Indemnity Riders are not available in MI, MT, TN, TX



# Flex Critical Illness

- Face values on **initial occurrence up to \$30,000** which can help offset lost income, travel and other non-medical expenses
- Pays on multiple diagnosis - **total benefit 2X selected initial occurrence** value
- **Recurrence Coverage** for invasive cancer, cancer in-situ, heart attack, stroke, and coronary artery bypass - pays up to 50% of initial occurrence value based on elapsed time - see brochure/schedule of benefits
- **Pays on 18 diagnosis** including ALS, MS, Alzheimer's, schizophrenia and bipolar disorder
- Children benefits pay out at 50% of the adult benefit (no benefit for severe burns)
- The benefit amount reduces by 50% starting at age 72
- There is a 30-day waiting period before a qualifying critical illness becomes eligible for benefit consideration – in most states pre-existing conditions are excluded



| Critical Illness Diagnosis and % of Maximum Benefit                   | Adult  | Child |
|---|--------|-------|
| Carcinoma-in-situ Life-Threatening Cancer                             |        |       |
| • 31-90 days after effective date                                     | 10.0%  | 5.0%  |
| • More than 90 days after effective date                              | 20.0%  | 10.0% |
| Invasive Cancer   |        |       |
| • Diagnosis 31-90 days after effective date                           | 20.0%  | 10.0% |
| • Diagnosis >90 days after effective date                             | 100.0% | 50.0% |
| Heart Attack  | 100.0% | 50.0% |
| Kidney Failure  | 50.0%  | 25.0% |
| Stroke  | 100.0% | 50.0% |
| Coma  | 100.0% | 50.0% |
| Alzheimer disease   | 100.0% | 50.0% |
| Coronary Artery Bypass Surgery  | 50.0%  | 25.0% |
| Loss of Sight   | 100.0% | 50.0% |
| Loss of Speech  | 100.0% | 50.0% |
| Loss of Hearing   | 100.0% | 50.0% |
| Major Organ Transplant  | 100.0% | 50.0% |
| Permanent Paralysis   | 100.0% | 50.0% |
| Severe Burn - Specified Body Area                                     |        |       |
| • 40% or more of the body surface below neck or of face, neck or head | 100.0% | N/A   |
| • 20% or more of the body surface below neck or of face, neck or head | 50.0%  | N/A   |
| Multiple Sclerosis  | 25.0%  | 12.5% |
| Amyotrophic Lateral Sclerosis (ALS)                                   | 25.0%  | 12.5% |
| Schizophrenia   | 25.0%  | 12.5% |
| Bipolar Disorder  | 25.0%  | 12.5% |



# Understanding Association Member Benefits - Communicating for America

## Communicating for America – Flex Membership dues

Only the primary applicant must become a member making Flex Benefits' plans more affordable for couples and families. The member benefits extend to all persons listed on the enrollment. If a couple applies separately they each must purchase their own membership.

| <b>Flex Membership Benefits</b><br>Designed to save money on healthcare expenses for you and your pets. | <b>Flex 3</b><br><b>\$22.50</b><br><b>Individual &amp; Family</b><br><b>Includes a \$3 monthly admin fee</b> |
|---|--|
| Virtual Urgent Care   | Included   |
| Virtual Primary Care  | included   |
| Mental Wellness, including Bella Chatbot  | Included   |
| RX Discounts  | Included   |
| Virtual Vet   | Included   |



# Flex Association Membership Plan a better, more *clever* way

- **smart** virtual care

- **better, faster, easier!**

board certified **doctors**, licensed **therapists**,  
even licensed **veterinarians**

## Virtual Urgent Care

**Async** start to finish *ave 5 min*  
4 sec

**Synchronous**  
*phone or video*

7 out of 10 prefer async vs.  
synchronous

Available **24/7**

**\$0 Co-pay**

## Virtual Primary Care

Schedule appts

**Care team**

Coordination

Recommends **follow-up** care

Specialist **Referrals**

Order **Labs**

**\$0 Co-pay**

**DOWNLOAD NOW!**

enter  
last name,  
date of birth,  
zip code





# Flex Association Membership Plans – mental health support and virtual veterinary

## You and your Pet's path to feeling better...

### Bella Chatbot

**Interactive** Chatbot

**On demand** 24/7

Ai technology  
built by psychologists  
specializing in **anxiety**  
and depression

**\$0 Co-pay**

### Mental Wellness

**Licensed** mental health  
professionals

**7 days a week** 7am – 10  
pm **scheduled**  
**appointments**

**Bella** ai chatbox 24/7

**\$0 Co-pay**

### Virtual Vet

**Licensed** veterinary  
professionals

For **dogs and cats**

Guidance **every day** of the  
year

*For emergent situations.  
Preventative medicine  
guidance, behavioral  
questions and more*

**\$39 Co-pay**

**GET THE APP  
NOW**

**Download** the Clever Health  
App from your App Store.

**Enter** last name, date of birth  
and zip code

**Onboard** and **create** your  
story.

**Receive support** from your  
care team...**better days are  
on the way!**



# Sales Tips

## A simple needs-based approach

- Start with the benefit package aligning most closely with your client.
- Align AME benefit with the maximum annual out-of-pocket (OOP) of primary coverage.
- Align Accident Disability Income with their current weekly take home pay. If they have short-term disability via an employer plan they may not need to include this benefit - it's your role as a agent to guide this discussion.
- Suggest Critical Illness (CI) when there is a family history of covered diseases. Consider amounts beyond the client's primary plan out-of-pocket limits to cover non-medical expenses such as lost wages and travel.
- Indemnity benefits work with major medical plans that have copays.



# Buyer Motivations

- Looking for less expensive way to avoid high out of pocket expenses than upgrading to a lower deductible plan.
- May not have access to disability benefits or accidental death benefits from an employer - or may like these to be portable.
- May be concerned about impact of critical illness on family savings, especially if they cannot be as productive at work (or need to care for a family member who is sick).
- Being injured and not being able to work may be a concern for someone like a single parent.
- Cannot afford to use their health plan and will often avoid care.

What if you could buy a plan to convert many of these catastrophic financial risks into a monthly payment?

# How it works FAQ

- **What is the effective date of my policy?**

The policy coverage starts on the date elected in your enrollment application when premiums are paid in full. Benefits may start as soon as the next day and as far out as 2 months in the future.

- **When does the annual benefit limits reset?**

The policy has a calendar year benefit. This means that the benefit limits reset each year on January 1st.

- **When is my monthly premium due?**

Monthly premiums are due each month on the same day of the month as the policy was purchased. For example, a policy purchase on the 12 of July will have it's monthly premiums due on the 12th of each month.

- **How to file a claim?**

Claims forms can be downloaded from the client portal at [flexbenefits.loomislive.com](https://flexbenefits.loomislive.com) or you can contact customer service at 877-960-1343

- **If I cannot pay my premiums when due, how long before my coverage is terminated?**

Policyholders have a 30-day grace period after the due date to pay premiums and maintain continuous coverage. Once per year, the policyholder has this additional opportunity to reinstate coverage past the 30 day grace period. If the payment is made less than 90 days late, the policyholder may request coverage to be continued forward from the next applicable policy month - this is also known as a "reinstatement" in your policy certificate. There will create a "gap" or "pause" in coverage. More than 90-days late and the policyholder may re-enroll in the benefits.



# Expectations

## What to expect

- Thoughtful leadership from company leaders who each spent decades building their credibility and “know how” in health insurance.
- Products, processes and tools that challenge the industry norms.
- A strong track record and respect for compliance.

## What not to expect

- Annual, automatic rate increases each year.
- One and done benefits
- Poor customer service
- Complex underwriting



# Retail / Hospitality / Industry Workers

- Over 8 million people work service related jobs which fuel our economy.<sup>1</sup>
- Roughly half of these people are above the income cutoff line for the 200% FPL Silver CSR plan. For this group, their max deductible and OOP expenses are often in excess of 2 months of take home pay.<sup>1</sup>
- They often do not have access to disability income insurance.
- Nearly 40 million people visit the Emergency Room each year due to an accidental injury, [according to the CDC's 2021 National Care Center Health Statistics](#). One ER visit can cost more than the premium for Flex Accident.



# Flex Fuel: Retail / Hospitality / Industry Workers

Designed for young invincibles and budget conscious clients



| Companion Life Insurance Company  | Default   Optional Benefit Levels  |
|---|--|
| Flex Accidental Medical Expense<br>\$250 deductible (with \$100 reduction each year without claims) | <b>\$2,000</b>   \$3,500   \$5,000   \$7,500   \$10,000<br><br>Plus \$500 on the 1st and 2nd renewal years |
| Flex Accident Disability Income   | <b>\$500</b>   \$0   \$750   \$1,000<br>(13 weeks benefit after 14 day elimination period)                 |
| Flex Accidental Death   | <b>\$25,000</b>  |

| Communicating for America |  |
|---------------------------|--|
| Flex 3 Membership         | Virtual Care Services from Clever Health |

## Age 18-44 Male

|                     |                |
|---------------------|----------------|
| Flex Accident       | \$12.28        |
| Flex 3 Membership   | \$22.50        |
| <b>Monthly Cost</b> | <b>\$34.78</b> |

options range from  
\$29.23 to \$48.78/mo



# Small Employer and Professionals



The [2023 Commonwealth Fund Survey](#) by Kaiser Family Foundation found that workers with employer insurance

are concerned about the amount of debt they could accumulate due to medical bills.

- 43% with employer coverage find affording healthcare very or somewhat difficult.
- 54% of individuals with employer coverage are delaying care due to costs.
- 30% of individuals with employer coverage are currently paying off medical debt.

Self-employed individuals often have health plan benefits that include preventive care, hospitalization coverage and more. Gaps in coverage due to high deductibles can prove critical when the unexpected strikes. Additional insurance coverage self-employed people should consider include:

- Disability insurance to provide monthly income when you are unable to work due to an injury.
- Accident medical coverage to pay your deductible and any doctor or facility copays if you incur a hospital stay for injury.
- Critical illness insurance to provide deductible coverage or offset lost income when a diagnosis could sideline your financial well-being.





# Career Pro: Employees and Professionals

Designed to accompany a standard silver plan or employer group plan or further complement an HSA qualified plan



| Companion Life Insurance Company  | Default   Optional Benefit Levels  |
|---|--|
| Flex Accidental Medical Expense<br>\$250 deductible (with \$100 reduction each year without claims) | <b>\$5,000</b>   \$7,500   \$10,000   \$15,000   \$20,000<br><br>Plus \$500 on the 1st and 2nd renewal years |
| Flex Accident Disability Income   | <b>\$500</b>   \$0   \$750   \$1,000<br>(13 weeks benefit after 14 day elimination period)                   |
| Flex Accidental Death   | <b>\$25,000</b>  |
| Flex Critical Illness   | <b>\$7,500</b>   \$0   \$10,000   \$15,000   \$20,000  |
| Communicating for America   |  |
| Flex 3 Membership   | Virtual Care Services from Clever Health   |

## Age 45-54 female

|                       |                |
|-----------------------|----------------|
| Flex Accident         | \$16.35        |
| Flex Critical Illness | \$13.39        |
| Flex 3 Membership     | \$22.50        |
| <b>Monthly Cost</b>   | <b>\$52.24</b> |

options range from  
\$33.29 to \$86.45/mo



# Independent Contractors

- There is a growing diversity amongst the 1099 workforce today that includes the trades, digital content/tech, brokers, etc...
- This group tends toward the middle class incomes. They are very likely to purchase a high deductible plan.
- Many don't have any short-term disability coverage even though they cannot afford to go without pay for more than a few weeks.
- They may be savers, but don't want to spend their savings on healthcare.
- The median bronze plan deductible is over \$7K with the annual max family out of pocket limits over \$18K.



# Independent Pro: Self-employed/ small business owner

Designed to accompany a bronze plan. Consider adding sickness-only indemnity benefits paired co-pay only plans.

| Companion Life Insurance Company  | Default   Optional Benefit Levels  |
|---|--|
| Flex Accidental Medical Expense<br>\$250 deductible (with \$100 reduction each year without claims) | <b>\$7,500</b>   \$5,000   \$10,000   \$15,000   \$20,000<br><br>Plus \$500 on the 1st and 2nd renewal years   |
| Flex Accident Disability Income   | <b>\$750</b>   \$0   \$500   \$1,000<br>(13 weeks benefit after 14 day elimination period)                     |
| Flex Accidental Death   | <b>\$25,000</b>  |
| Hospital Indemnity* (up to 6 days)<br>POV/UC* (up to 2 days)<br>ER* (up to 2 days)                  | <b>\$500</b>   \$0   \$750   \$1,000<br><b>\$50</b>   \$0   \$75   \$100<br><b>\$100</b>   \$0   \$200   \$400 |
| Flex Critical Illness   | <b>\$10,000</b>   \$0   \$7,500   \$15,000   \$20,000  |
| Communicating for America   |  |
| Flex 3 Membership   | Virtual Care Services from Clever Health   |



## Age 45-54 Female

|                       |                |
|-----------------------|----------------|
| Flex Accident         | \$41.65        |
| Flex Critical Illness | \$17.87        |
| Flex 3 Membership     | \$22.50        |
| <b>Monthly Cost</b>   | <b>\$82.02</b> |

options range from \$36.29  
to \$129.69/mo



\*not available in MI, MT, TN, TX

# Persons with a Family History of Critical Illness

- Brian and Kathy are a couple in their 50's. Kathy has a family history of heart disease and Brian has a family history of lung cancer.
- Persons over 50 start to understand that they are not invincible. They are often caring for parents and family members that have critical illnesses as they age.
- A critical illness can have expenses that go beyond a single year's out of pocket limits. There are often lost wages, travel, future medical expenses and "change of life" considerations.
- A standalone CI is an option to help clients meet this need within their budget



# Critical Illness Focus

A standalone CI plan design - a family history may cause some clients to focus on a standalone CI plan.

| Companion Life Insurance Company | Default   Optional Benefit Levels                           |
|----------------------------------|---|
| Flex Critical Illness            | <b>\$10,000</b>   \$15,000   \$20,000   \$25,000   \$30,000 |

| Communicating for America |  |
|---------------------------|--|
| Flex 3 Membership         | Virtual Care Services from Clever Health |

Reminder! The policy covers recurrence benefits up to 50% the initial occurrence and a lifetime benefit per person up to 2X the initial occurrence benefit shown above.



## Age 45-54 Female

|                       |                |
|-----------------------|----------------|
| Flex Critical Illness | \$17.87        |
| Flex 3 Membership     | \$22.50        |
| <b>Monthly Cost</b>   | <b>\$40.87</b> |

## Age 45-54 Couple

|                       |                |
|-----------------------|----------------|
| Flex Critical Illness | \$12.85        |
| Flex 3 Membership     | \$22.50        |
| <b>Monthly Cost</b>   | <b>\$58.14</b> |



Single options range up to \$76.13/mo

# Early Retirees

For early retired, their finances can be a nuanced picture of lifetime savings coupled with ongoing expenses, especially health insurance and medical bills as they wait for Medicare eligibility.

- Many individuals in this age group have some accumulated retirement savings.
- Some own their home outright.
- Some will chose to cash in on Social Security benefits at age 62, resulting in a lower income stream than if you waited to age 65 or 70.
- Some receive some income working part-time, or as an independent consultant.

However, there can be shortfalls.

- Some retire early to care for grandchildren, parents, or other dependents.
- Not everyone has saved enough for a comfortable retirement, especially if retiring early.
- Some carry debt from mortgages or medical bills, which can strain your finances.
- The cost of living, including housing, food, and healthcare, continues to rise due to inflation.



# Early Retiree: not yet eligible for Medicare

Designed to accompany an ACA plan or use to further complement a HSA qualified plan



| Companion Life Insurance Company  | Default   Optional Benefit Levels  |
|---|--|
| Flex Accidental Medical Expense<br>\$250 deductible (with \$100 reduction each year without claims)   | <b>\$7,500</b>   \$2,500   \$5,000   \$10,000   \$20,000<br><br>Plus \$500 on the 1st and 2nd renewal years                            |
| Flex Accidental Death   | <b>\$25,000</b>  |
| Sickness Indemnity Riders*:<br>Hospital (up to 6 days)<br>POV/UC (up to 2 days)<br>ER (up to 2 days)) | <b>\$250</b>   \$0   \$500   \$750   \$1,000<br><b>\$50</b>   \$0   \$75   \$100   \$125<br><b>\$100</b>   \$0   \$150   \$200   \$250 |
| Flex Critical Illness   | <b>\$7,500</b>   \$0   \$10,000   \$15,000   \$20,000  |
| Communicating for America   |  |
| Flex 3 Membership   | Virtual Care Services from Clever Health   |

## Age 55-64 Male

|                       |                |
|-----------------------|----------------|
| Flex Accident         | \$28.00        |
| Flex Critical Illness | \$20.60        |
| Flex 3 Membership     | \$22.50        |
| <b>Monthly Cost</b>   | <b>\$71.10</b> |

options range from \$36.29 to \$138.04/mo



\*not available in MI,MT,TN,TX



# Retirees 65+

Medicare Advantage premiums might be reasonable, but an unexpected accident or emergency room visit could leave someone with a fixed income in thousands in debt.

Per a [2023 article](#) by Kaiser Family Foundation:

- The average Medicare Advantage out-of-pocket responsibility in 2023 was \$4,835 for in-network care
- For both in- and out-of-network care, your average responsibility is \$8,659 if you travel or winter in areas outside of your PPO network.





# Senior Advantage: For 65+ retirees

Designed to complement Medicare Advantage

| Companion Life Insurance Company   | Default   Optional Benefit Levels  |
|--|--|
| Flex Accidental Medical Expense<br>\$0 deductible  | <b>\$3,000</b>   \$2,000   \$2,500   \$3,500   \$4,000   |
| Flex Accidental Death  | <b>\$25,000</b>  |
| Sickness Indemnity Riders*:<br>Hospital (up to 6 days)<br>POV/UC (up to 2 days)<br>ER (up to 2 days)<br>Surgery (Once) | <b>\$250</b>   \$300   \$350   \$400   \$500<br><b>\$50</b>   \$0   \$75   \$100   \$125<br><b>\$100</b>   \$125   \$150   \$175   \$200<br><b>\$200</b>   \$250   \$300   \$350   \$400 |

| Communicating for America |  |
|---------------------------|--|
| Flex 3 Membership         | Virtual Care Services from Clever Health |

Confidential: For agent training only. Not approved for public distribution



## Age 65 Male

|                     |                |
|---------------------|----------------|
| Flex Accident       | \$27.93        |
| Flex 3 Membership   | \$22.50        |
| <b>Monthly Cost</b> | <b>\$50.43</b> |

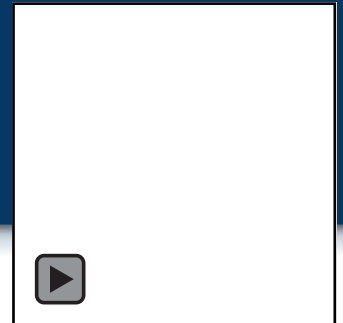
options range from \$40.87  
to \$71.60/mo



\*not available in MI, MT, TN, TX

# Thank you!

Questions? email us at [contracting@flexbenefits.co](mailto:contracting@flexbenefits.co)



# Additional Resources

1. Zippia.com job demographics:
  - a. [The Average Age for Wait Staff is 28 years old](#) making \$24,770 (80% female) 1.6 million
  - b. [The average landscaper age is 41 years old](#) making \$28,952 (91% male) 372K
  - c. [The average retail sales associate/cashier age is 40 years old](#) making \$25,961 (75% female) 2.7 million
  - d. [The average cook age is 38 years old](#) making \$31,803 (70% male) 1.8 million
  - e. [The average cleaner age is 48 years old](#) making \$28,075 (50% M/F) 1.5 million
  - f. [The average roofer age is 36 years old](#) making \$38294 (95% male) 135K