



THE ULTIMATE GUIDE

to Cross-Selling Ancillary Insurance
with Medicare Products

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Introduction:

Unlocking the Full Potential of Medicare Sales

As a Health insurance agent specializing in Medicare, your role doesn't just end at helping clients choose the their Medicare plans. In fact, cross-selling ancillary insurance products alongside Medicare coverage can create significant value for your clients and increase your earnings.

This quick reference guide is designed to help you effectively cross-sell a variety of ancillary insurance products—such as hospital indemnity, dental, vision, hearing, cancer, heart attack and stroke, critical illness, short-term care, long-term care, and accident insurance—with Medicare plans.



Cross-selling allows you to address gaps in coverage that Medicare doesn't fully provide, offering your clients the peace of mind that comes with comprehensive protection. Here, we'll walk through the ideal client for each product, how to pitch these policies effectively, and tips on overcoming common objections.

Ideal Clients for Ancillary Insurance Products

Before you start cross-selling, it's important to understand which clients will benefit most from each ancillary product. Tailoring your approach based on their unique needs is key to success.



1. Hospital Indemnity Insurance

Ideal Clients: Beneficiaries on Medicare Advantage who are worried about high out-of-pocket hospital costs.

Pitch: Emphasize that while Medicare covers a portion of hospital stays, it doesn't cover everything. Hospital indemnity insurance can help cover the remaining costs, like co-pays, deductibles, and additional expenses, ensuring clients are not financially burdened by a hospital stay.



2. Dental, Vision, and Hearing Insurance

Ideal Clients: Medicare beneficiaries who want to maintain their health in all areas, not just medical care.

Pitch: Highlight how Original Medicare doesn't cover dental, vision, or hearing care—services that are essential for maintaining quality of life. These types of plans can cover cleanings, exams, glasses, hearing aids, and more, helping clients save money while keeping their overall health in check.



3. Cancer, Heart Attack & Stroke Insurance

Ideal Clients: Medicare Beneficiaries with a family history of cancer or heart disease, or those who have risk factors that increase their chances of these conditions.

Pitch: Stress how devastating cancer, heart attack, and stroke can be, both physically and financially. These policies can provide a lump sum payment upon diagnosis, helping to cover treatment costs, deductibles, lost wages, and any other financial needs during recovery.



4. Critical Illness Insurance

Ideal Clients: Medicare Beneficiaries who want extra financial protection against unexpected, severe health events such as major surgeries, organ failure, or neurological conditions.

Pitch: Explain how critical illness insurance can provide a financial cushion during the treatment of serious illnesses. This coverage can fill in the gaps when Medicare or Medicare Advantage doesn't fully cover all treatment-related expenses.



5. Short-Term & Long-Term Care Insurance

Ideal Clients: Older clients who want to prepare for the possibility of needing assistance with activities of daily living (ADLs), either short-term or over a longer period.

Pitch: Discuss how long-term care costs—whether for in-home care, assisted living, or nursing homes—can quickly deplete savings. Medicare doesn't cover long-term care, but these insurance plans can ensure they don't have to worry about finances if they ever need extended care.



6. Accident Insurance

Ideal Clients: Active Medicare beneficiaries who are concerned about the financial consequences of accidents, such as falls or injuries, which are common in older age.

Pitch: Point out that falls and accidents are more likely as clients age, and Medicare may not cover all of the costs associated with emergency treatment, rehab, or recovery. Accident insurance can help cover those extra expenses.



How to Pitch: Ancillary Insurance Products

When pitching these ancillary products, remember that your goal is to show clients how each policy fills in the gaps in their Medicare coverage.

Here's a step-by-step process to effectively pitch:

Assess Their Needs

Start by asking questions to understand the client's needs. This can include lifestyle questions (e.g., "Are you active and concerned about falls?") or health history questions (e.g., "Do you have any chronic health conditions or a family history of cancer?"). This will guide you in recommending the right ancillary products.

Position the Product as a Solution

Use the information you've gathered to position the product as the solution to their specific concerns. For example, if a client expresses worry about the high cost of hospital stays, pitch hospital indemnity insurance as a way to cover out-of-pocket expenses that their Medicare Advantage Plan won't.

Emphasize the Financial Protection

Medicare Beneficiaries are often on fixed incomes, making it crucial to demonstrate how ancillary insurance can help them avoid unexpected financial strain. Use real-life examples or statistics that show how these products can save money and reduce stress during a health crisis.

Provide a Clear Breakdown of Costs and Benefits

Transparency is key. Explain what each plan covers, how much the premiums are, and the potential benefits. Compare the costs to the average out-of-pocket expenses their plan doesn't cover, so they understand the value.

Overcoming Objections: Ancillary Insurance Products

Even the best pitch can encounter objections.
Here's how to address the most common concerns:



Hospital Indemnity Insurance



Client Objection: "I don't think I need this. My Medicare Advantage Plan covers my hospital stay."

Agent Response: "Medicare Advantage Plans generally have a per day copay for the first few days. Hospital Indemnity can help you cover those costs."



Dental, Vision, and Hearing Insurance



Client Objection: "I'm fine without dental, vision, or hearing coverage."

Agent Response: "Medicare doesn't cover routine dental care, vision exams, or hearing aids. These services are essential to maintaining your health and independence, and dental problems can lead to other health issues down the line. This plan will help you maintain overall health at an affordable price."



Cancer, Heart Attack & Stroke Insurance



Client Objection: "I don't have cancer, and I'm healthy. I don't need this."

Agent Response: "Cancer, heart attacks, and strokes are unpredictable, and they can happen to anyone at any age. This insurance provides a lump sum payment upon diagnosis, giving you the financial freedom to focus on your treatment and recovery without worrying about costs."



Critical Illness Insurance



Client Objection: "I don't need critical illness coverage. I'm already covered by Medicare."

Agent Response: "Medicare only covers treatment costs, but not all related expenses, such as lost wages or travel for specialized care. Critical illness insurance provides a lump sum payment that can cover these extra expenses and reduce financial stress."



Short-Term & Long-Term Care Insurance



Client Objection: "I don't need long-term care insurance right now."

Agent Response: "Long-term care insurance is an investment in your future. Without it, the costs of in-home care or a nursing facility can quickly drain your savings. Medicare doesn't cover long-term care, but these policies ensure you're prepared for whatever the future holds."



Accident Insurance



Client Objection: "I'm not accident-prone. I don't need this coverage."

Agent Response: "Accidents are common as we age, and recovery can be expensive, especially with medical transportation, rehab, and follow-up care. Accident insurance can provide you with financial support to help pay for these unexpected expenses."



Conclusion:

Maximizing Client Satisfaction and Agency Growth

Cross-selling ancillary insurance alongside Medicare products not only benefits your clients by providing them with more comprehensive coverage, but it can also significantly boost your commissions and strengthen client relationships.

By understanding your clients' needs, pitching the right products, and overcoming objections with confidence, you can effectively fill the gaps that their plan leaves behind, ensuring your clients have the protection they need.



As the Medicare landscape continues to evolve, being well-versed in ancillary insurance products will set you apart as a trusted advisor, capable of delivering complete, customized solutions that enhance both your clients' quality of life and your business success.

Why Partner With Agent Pipeline?

Agent Pipeline is a Field Marketing Organization (FMO) specializing in Medicare, Individual Health, Life Insurance, and Ancillary & Supplemental Products. We are always developing new products to meet the changing needs of insurance agents and demands of beneficiaries. With a robust employee family of over 130 individuals, Agent Pipeline is dedicated to providing best-in-class service on everything from contracting to marketing.

Contact us for more information

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Make the case for ancillary insurance with our Client-facing Out-of-Pocket cost booklet! Easily communicate with clients the costs of over 90 common treatments and procedures when you don't have health insurance.

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