



Memo

To: General Agents in New York
From: Charles R. Mankamy, President of General Agents
Jim Savo, FLMI, Vice President of Operations, General Manager
Re: MADP Reminder and Tips

The Medicare Advantage Disenrollment Period (MADP) is underway through February 14th – are you making the most of it? This is the second-biggest sales season of the year behind AEP, so don't miss out on opportunities to help seniors make smart coverage choices for their health care needs.

During MADP, seniors have the option to leave their Medicare Advantage (MA) plan and return to original Medicare. They cannot switch into another MA plan, which makes this a perfect opportunity to present Medicare Supplement insurance as a coverage option.

Consider the following tips to sales success during the MADP:

- Revisit with any prospects you did not close during AEP. They may have concerns or questions about the coverage they chose for 2017, and be open-minded to visiting with you.
- Contact your current clients and ask for referrals!
- Educate your prospects on the advantages of a Medicare Supplement policy that is guaranteed renewable* for life, with no provider networks to contend with.
- Talk to your doctor about leaving brochures in their office waiting area.
- Visit senior housing in the area and see if you can leave informational materials in their common areas.
- Use one of our pre-approved ads to promote yourself in local newspapers and free circulars.

If you'd like additional training on Medicare Supplement insurance or brushing up on your sales skills, visit the [Agent Training Webinar Schedule](#) to view upcoming sessions and to get registered.

Get your business issued faster: take a webinar to certify to use our iGo e-App®! Learn how the iGo e-App® can save you time and money, and enjoy faster turnaround time on your submitted business. As a reminder, agents may only write face-to-face cases using the iGo e-App® until February 4, 2017 when all functions will be restored on the iGo e-App®.

** As long as premiums are paid on time.*

Call the Home Office in Syracuse, New York at 315-451-7975 or email GLNYAgency@torchmarkcorp.com with any questions.

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