



# PluggedIn

Sales News for  
Time Insurance

May 22, 2009

In this edition:

*Individual Medical, Small Group, Short Term Medical  
Reminder on Business Practices*

Please remember that Assurant Health's policy is to always do business with the utmost integrity. This means refraining from commenting on competitors' financial conditions. As explained in a recent Connecticut Insurance Commissioner bulletin, all employees and agents of Assurant Health must abide by these guidelines.

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*Individual Medical, Small Group, Short Term Medical  
HealthHelp® and The National Radiology Network (TNRN)*

Assurant Health has partnered with HealthHelp, a new radiology management company. Our agreement with HealthHelp involves two different parts — a radiology utilization program known as RadConsult and a radiology network, TNRN.

RadConsult works with doctors to review radiology services before they are performed, to ensure patients are receiving the most appropriate scan for their diagnosis. This results in both reduced cost and reduced radiation exposure. TNRN is a national radiology network with significant discounts (an average of 55%) for the most common radiology scans such as MRIs, CT scans and PET scans. With the cost of these types of scans today, your clients will appreciate the savings they receive with the TNRN network.

Access to the network will be available effective June 1, 2009. For more information about HealthHelp and TNRN, customers or their doctors can call Assurant Health Customer Service using the phone number on their ID cards.

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*Reminder on Business Practices*

*HealthHelp® and The National Radiology Network*

*Earning Renewal Commissions Gets Easier with MyBook™*

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This topic is available in your Agent Library. The Agent Library offers you and your agents many interactive voiceover presentations about Assurant Health products, technology and processes. Agents are welcome to share the product presentations with their clients. Log on to [www.assuranthealthsales.com](http://www.assuranthealthsales.com) and click Agent Library.

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## Earning Renewal Commissions Gets Easier with MyBook

MyBook puts renewal information at your agents' fingertips. Agents receive automatic alerts prior to the renewal, allowing them to reach out to clients earlier than ever before. Touching base early on gives them the opportunity to address any renewal questions and reinforce the customer's decision to purchase an Assurant Health plan. MyBook simplifies the renewal process, making it easier and faster to earn renewal commissions.

Here are some quick tips for managing renewals using MyBook. You can share these with your agents.

- 1. Check for new renewal alerts regularly.** Base frequency on your business volume. For a high business volume, it's best to check weekly so you can be up to date with your clients. Go to the "Alerts" section and click on the "Renewal" tab to view renewal alerts. The newest alerts are displayed at the top of the list and are marked with an asterisk (\*) until the *Alert Status* or *Notes* fields are updated.
- 2. Update *Alert Status* and *Notes* fields as you contact clients.** Both fields can provide you with a quick history. *Alert Status* is a quick way to track your progress in reaching clients. *Notes* lets you personalize the record.
- 3. Use Queries to quickly identify "open" alerts.** Use the *Alert Status* field to mark renewal alerts as "completed." Then you can use Queries to display only "Open Alerts," making it easy for you to focus on your customers with upcoming renewals. Completed renewals are temporarily hidden.
- 4. View renewal letters online.** View your renewal letters electronically. To view, click on the policy number in the "Alerts" section and click on the "Attachments" tab. Then click on the words "Renewal Letter." You will continue to receive paper copies of renewal letters so you can determine which is easier to use.
- 5. Advise individual medical (IM) clients of cost-saving plan features.** At renewal, check to see if your client is eligible for *HealthyDiscount*, has a Deductible Reward or has a One Decreasing Deductible plan. To check, click on the policy number in the "Alerts" section. Go to the "Plan/Premium" tab and review the "Plan Details" at the bottom of the screen.
- 6. View reporting agents' renewals.** You can view all the Renewal Alerts for a particular reporting agent. Go to the "Search Alerts" screen and select "Renewals" from the "Alert Type" drop-down menu. Enter the agent's name in either the *Agency Name* (General Agent) or *Agent Name* (Writing Agent) field. Insert an asterisk before and after the agent's name for the most efficient search (e.g., \*Thomas Smith\*). Then click "Go."

Share these tips with your agents so they can take action on their renewals sooner, more easily retain clients and increase their renewal commissions.

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[Individual Medical, Small Group, Short Term Medical](#)

### [MyBook Survey](#)

A short survey is being sent to gather user impressions and feedback on MyBook. The survey was e-mailed recently to anyone who used MyBook in March or April. Please complete the survey and encourage your agents to do the same by the end of May.

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[Individual Medical](#)

### [Updated Plans Rolling Out to IM Customers](#)

Assurant Health is continuing the process that began in January 2008 of replacing older (in force 12 months or longer) Individual Medical (IM) plans with plans from our newest portfolio of products. This change occurs as customers go through renewal and provides them with updated coverage that better reflects today's health insurance environment.

**Upcoming replacements will begin for plans with renewal dates September 1, 2009, and later in Mississippi and North Carolina.** Mailings to insureds and agents have just started and will continue until all the older plans have been moved to newer plans.

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