

Your voluntary revenue roadmap

*Inside Trustmark's critical illness
and hospital insurance*

Voluntary Benefits



Thanks for joining us!



Heather Scott

Senior Director,
Product & Innovation



Colin Coyne

Regional Sales Director,
Northeast Region

A little housekeeping...

- When sending questions in the chat, select:
To: All panelists
All hosts
- We will answer questions at the end of the presentation
- All your mics will be muted
- A follow-up survey will pop up when you leave the webinar – please take it!
- The webinar is being recorded and will be made available on-demand
- Slides will also be available for download



Today's discussion

- A look at the critical illness and hospital insurance market
- What you need to know about **Trustmark Critical HealthEvents®**
- What you need to know about **Trustmark Hospital StayPay®**
- How you can turn this knowledge into meaningful conversations to drive revenue



The 90's were a long time ago...

Computers



Cars



Cell phones

90's

PRESENT

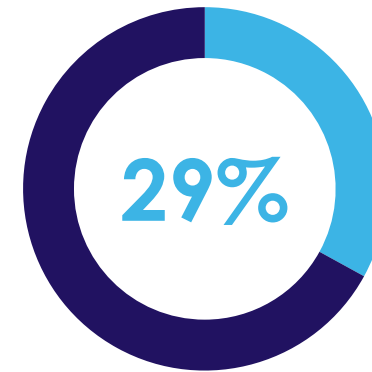
But what about Critical illness policies?

They're more or less the same as today!

Framing the conversation – basic principles

Critical Illness insurance

- The basic premise is to pay policyholders at a very difficult time
- Cover expenses non-medical AND medical expenses
- Are insurance carriers meeting that need today?

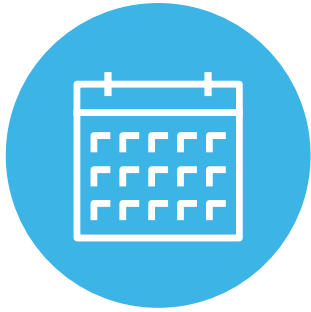


Industry claim
denial rate

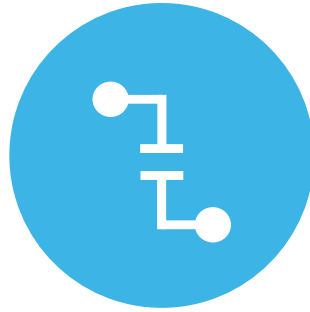
Why the challenges for critical illness claims?



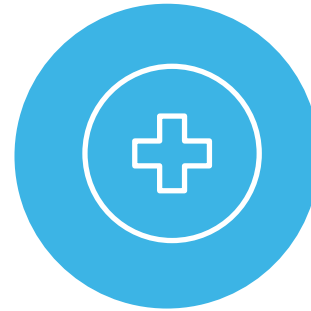
Focuses on
late-stage
conditions



Has separation
periods
between
payment of
benefits



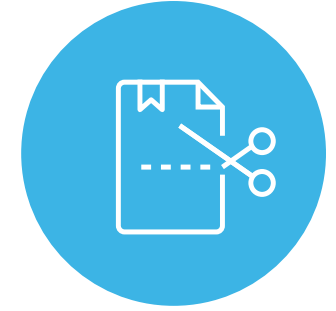
Product design
doesn't match
with current
medical trends



Includes
benefits for
rare conditions



Lifetime
maximums



No coverage for
mental health

Framing the conversation – basic principles

Hospital insurance

- Many use hospital insurance to offset gaps in medical coverage
- Often used for families planning children – it's a known hospital stay
- Can be used for non-medical costs or lost income for hourly workers

\$1000

Even with health insurance, the average out-of-pocket cost for a hospital stay is over \$1000.

What you need to
know to stand out
with Trustmark



Key differentiators

Trustmark Critical HealthEvents

- One-of-a-kind base product design
 - Annually replenishing benefit
 - No separation periods
 - Coverage for early-stage illness and early identification
- Mental health benefits

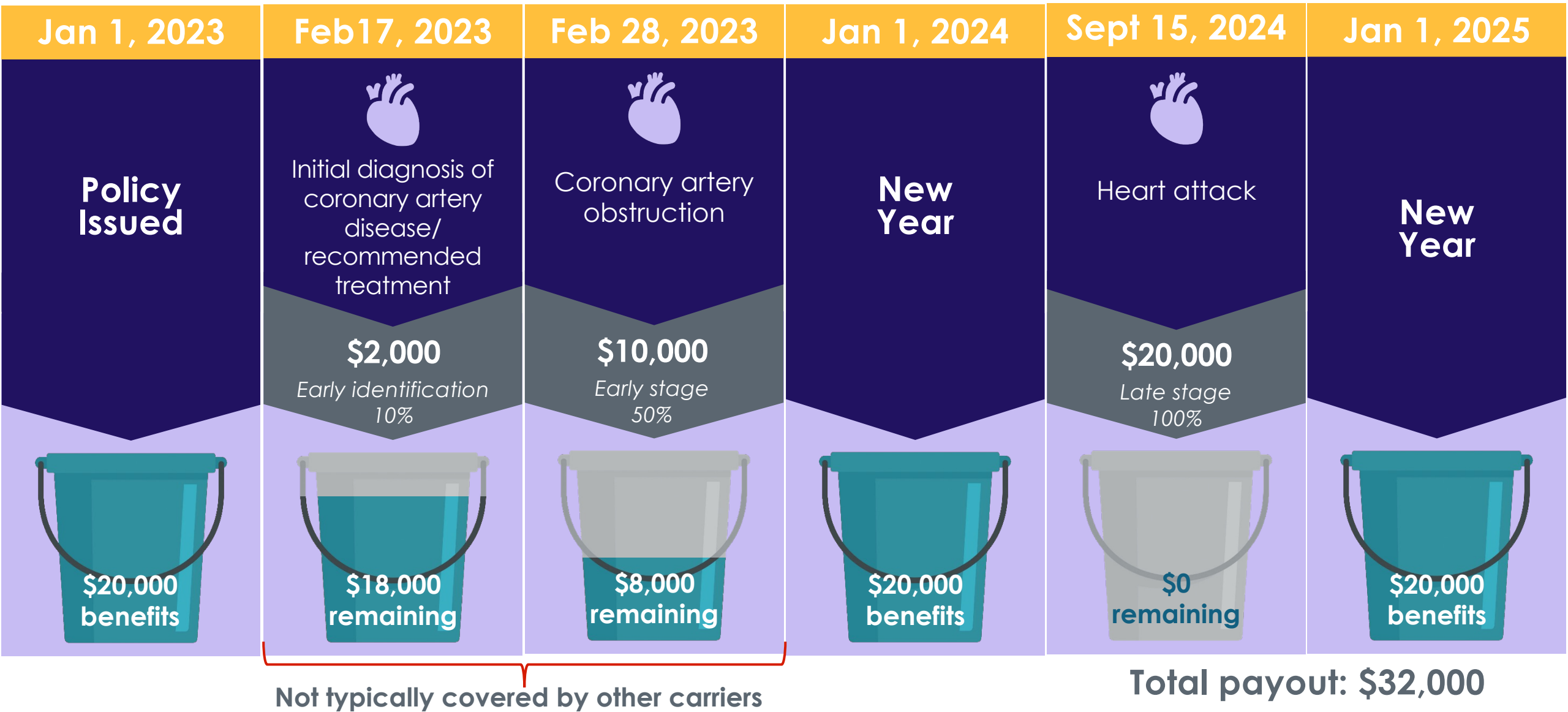


Trustmark Critical HealthEvents

- **Base coverage focuses on the most common illnesses**
 - Cancer
 - Heart attack
 - Stroke
 - Major organ and renal failure
- **Payments made throughout a policyholder's experience with illness**
 - **10%** – Early identification
 - **50%** – Early-stage conditions
 - **100%** – Late-stage conditions



Critical HealthEvents in action



Trustmark Critical HealthEvents

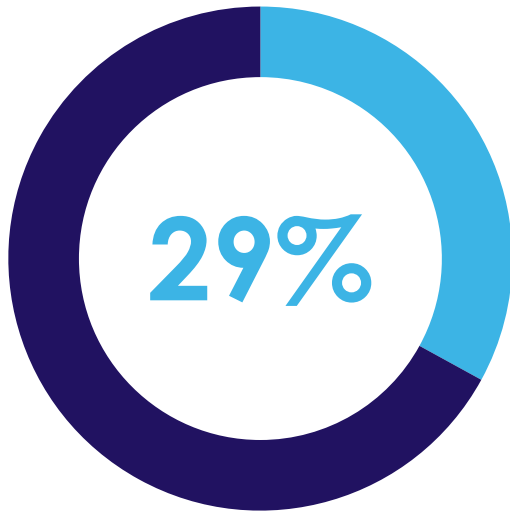
Specified illness rider

- Dementia (including Alzheimer's)
- Type 1 Diabetes
- Rheumatoid Arthritis
- **PTSD**
- **Mental Health Conditions**
 - **Severe Depressive Disorder**
 - **Bipolar 1 Disorder**
 - **OCD**
 - **Schizophrenia**

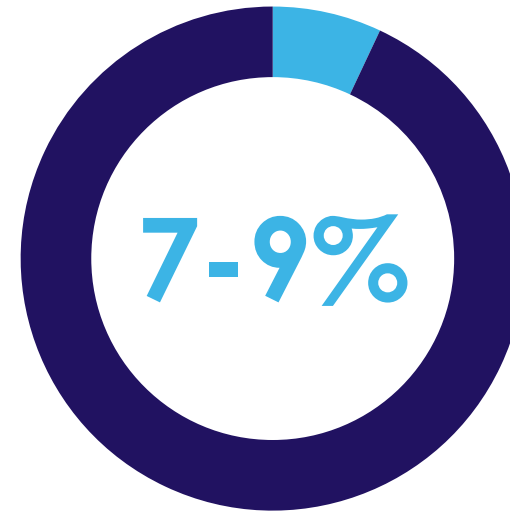
And more:

- ALS
- Blindness
- Complications of diabetes (two levels)***
- Loss of hearing
- Occupational HIV
- Central Nervous infections
- Paralysis
- Neurologic diseases (Huntington's, Parkinson's, MS, Myasthenia gravis)
- Acute respiratory distress Syndrome (ARDS)
- Coma
- Epilepsy
- Stem cell/bone marrow transplant

Remember that stat about claim denials?



Industry claim
denial rate



Trustmark Critical
HealthEvents claim denial
rate over the last 4 years

Key differentiators

Trustmark Hospital StayPay

- Product flexibility
- “Stacked” daily benefits
- 20 hours in the hospital = admission
- Mental health
- Claim-free return



Trustmark Hospital StayPay

Unmatched flexibility

- Wider range of benefit amounts than the competition
- Allows you to tailor the protection employers need
- Trustmark sales reps can walk you through the process of building the right plan



Trustmark Hospital StayPay

Stacked daily benefits

- We pay “stacked” daily benefits
 - Both the first day benefits and standard daily benefits
- Example:
 - \$1000 admission benefit
 - \$200 First day ICU benefit
 - \$200 ICU daily benefit
 - \$100 daily benefit



Payable for 20 hours of observation

DAY 1 Admission	DAY 2 ICU	DAY 3 &4 Standard hospital stay	TOTAL
\$1000 admission benefit	\$200 First day ICU benefit	\$100 daily benefit	\$1700
	\$200 ICU daily benefit		
	\$100 daily benefit		

Trustmark Hospital StayPay

Mental health benefits

- Forward-thinking coverage for mental health and addiction support
- Admissions for mental health and addiction treated as triggers for base benefit
 - Must meet 20-hour observation requirement
- Optional rider can pay a benefit for inpatient and outpatient rehab



Trustmark Hospital StayPay

Claim-free return

- After the 2nd anniversary of certificate effective date, and every 2-year anniversary thereafter while coverage is active, but does not have a claim:
 - \$100 check is sent to the policyholder
 - The check will be sent automatically
 - Admission is the claim trigger



Trustmark Hospital StayPay

Maternity benefits and Workplace care

- Maternity benefits
 - Coverage for any baby that is sick or has a hospital stay
 - Available newborn coverage for routine nursery care
- Workplace care benefit
 - Provides a 25% benefit increase to hospital workers that get care where they work



Wellness – available on both products

Flexibility to match your needs

- Consistent wellness offerings across group products
- Flexibility to choose a plan that meets the needs of your client
- Range of benefits available: \$25 - \$100
- Wide variety of tests and screenings are covered
 - Physicals
 - Immunizations
 - Blood and cancer screenings
 - Biometrics
 - **And many more!**
- Optional follow-up test benefit: \$25 - \$100



A long-exposure photograph of a winding road through green hills at dusk. The road curves through the landscape, with light trails from cars visible. The sun is low on the horizon, creating a warm glow. The hills are covered in green grass and some small trees. The overall scene is peaceful and scenic.

Your revenue roadmap

The need is there, but will our product always win?

Challenges to the conversation

- Employer offers an extremely rich medical benefit used by most employees
- **Trustmark Hospital StayPay** – if limitations from HSA compliance regulation limit ability to offer the right benefits
- **Trustmark Critical HealthEvents** – if employer is over-reliant on spreadsheeting products



How do you position the conversation with employers?

Trustmark Critical HealthEvents

- Play to desire to control medical costs – this supports early treatment
 - **61 percent** of Trustmark claims are for early-stage illnesses
- Highlight the difference in number of claims paid
 - Use Trustmark resources to help tell the story
- No proof of loss available for wellness (both products)



How do you position the conversation with employers?

Trustmark Hospital StayPay

- Discuss ability to balance the exact needs of medical plan
 - Better protection, better control of cost for employees
 - Offer multiple plans
- Highlight ways the product supports workplace culture/mental health
- No pre-ex limitation – great for families
- Reinforce ways it can guarantee a benefit with Claim-free return



How can we help you grow voluntary revenue?

Innovation = Revenue generation

- Forward-thinking products offer better protection, better support today's workplace culture
- Helping employers understand these differentiators and what they mean leads to revenue generation
- Your Trustmark team can help you communicate a modern approach to voluntary benefits



Thank you!

We'd be happy to take your questions.