



AGENTACADEMY

MEDICARE SALES PROCESS

CONDUCTING A
NEEDS ANALYSIS

Topics

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 - How to Get Started
- Parts of the Needs Analysis
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 - Medicare Eligibility
 - Current Coverage
 - Fact Finding
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- Summary

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HOW, WHEN & WHY To Conduct a Client Needs Analysis

CLIENT NEEDS ANALYSIS HOW TO GET STARTED

1. START USING THE CLIENT NEEDS ANALYSIS (CNA) WITH EXISTING CLIENTS

It may be anxiety producing to introduce the CNA to your existing clients if you have never used this method in the past, and you are concerned your clients may think it is a different approach to sell more insurance.

Gathering the information from a CNA from all of your clients is the best way to ensure you can present coverage options and plan choices based on their current situation.

For existing clients, try opening the conversation by stating you would like to ask some questions that may not have been asked before, but that will ensure we're not leaving anything uncovered.

CLIENT NEEDS ANALYSIS HOW TO GET STARTED

2. DO A CLIENT NEEDS ANALYSIS WITH EVERY CLIENT

Complete a CNA with every client at every appointment, regardless of time in-between.

Things change!

Perhaps your client's financial situation is different, or they need to update their beneficiary information. If it's been 12 months since your last meeting, they may have had experiences that impact their original coverage parameters. A friend going to a nursing home may lead to questions about their own need for long-term care insurance.

If nothing has changed, that's okay. It's important to go through the analysis though as it may surprise you about how different the conversation can be.

CLIENT NEEDS ANALYSIS HOW TO GET STARTED

3. COMPLETE PRODUCT TRAINING AND CONTRACTING BEFORE USING A CNA

Don't risk leaving money on the table. You can start asking the questions on the CNA but, if you're not contracted and prepared to sell to the needs you'll uncover, you will just leave money on the table.

4. COMPLETE THE WHOLE CNA BEFORE TALKING ABOUT ANY PRODUCTS

Don't disrupt the flow of your appointment by stopping in the middle of the analysis and begin presenting a product based on an uncovered need. Write down all your findings and ideas as you go through the assessment and circle back when it's finished.

Tip: After the appointment, scan the completed CNS into your computer or upload to your CRM to retain a digital copy to refer to in the future.

CLIENT NEEDS ANALYSIS HOW TO GET STARTED

5. COMPLETE THE ANALYSIS BY HAND, IN FRONT OF YOUR CLIENT

When you physically fill in the CNA in front of your client, it has an impact. It lets them know you're catering your service to their needs, and you're not just doing some standardized pitch to every client.

6. DO NOT ATTEMPT TO MEET EVERY NEED IN A SINGLE APPOINTMENT

The CNA may raise additional needs, and logically, the recommendation of additional products to your client, which may make your client feel you're simply trying to sell them more. Establish from the beginning that there are a couple of needs – or more than a couple of needs – that need to be addressed. Let your client know you will start with the most pressing need, and then take it one step at a time thereafter.

PARTS OF THE NEEDS ANALYSIS



DEMOGRAPHICS



CURRENT COVERAGE

MEDICARE ELIGIBILITY



FACT FINDING



COVERAGE DECISION GRID

PARTS OF THE NEEDS ANALYSIS

demographics

This opening section of the analysis includes contact information fields. Use the examples below when creating the assessment form or use the fields that fit your CRM, for an easy transfer of data.

- Client Name
- Permanent Address
 - City, State, ZIP
- Mailing Address
 - City State, ZIP
- Client Phone
- Client Email
- Emergency Contact Name
 - Relationship
 - Emergency Contact Phone
 - Emergency Contact Email

PARTS OF THE NEEDS ANALYSIS

medicare eligibility

Learn about your client's Medicare status, and decision making authority. The following questions and info can help identify current eligibility.

- Are you a current Medicare beneficiary or new to Medicare?
- Effective Date Part A
- Effective Date Part B
- Why do you want to change your coverage now?
 - Aging in
 - Moving
 - Change in Finances
 - Annual Review
 - Other
- Do you have a Healthcare POA or someone who helps with medical decision?
 - Name, Relationship
 - Phone, Email

PARTS OF THE NEEDS ANALYSIS

current coverage

Determine your client's current coverage by providing options in a checkbox format, along with room to add rows for carrier, plan and premium details.

Current Coverage

ACA Cobra VA Tricare Original Medicare Med-Supp PDP

Company-Provided Plan (currently working) Company-Provided Retirement Plan

Medicare Advantage Medicare Advantage Special Needs Plan

Dental Vision Hearing

Carrier:	<input type="text"/>	Plan:	<input type="text"/>	Premium:	<input type="text"/>
Carrier:	<input type="text"/>	Plan:	<input type="text"/>	Premium:	<input type="text"/>
Carrier:	<input type="text"/>	Plan:	<input type="text"/>	Premium:	<input type="text"/>
Carrier:	<input type="text"/>	Plan:	<input type="text"/>	Premium:	<input type="text"/>
Carrier:	<input type="text"/>	Plan:	<input type="text"/>	Premium:	<input type="text"/>

PARTS OF THE NEEDS ANALYSIS

fact finding

Fact finding is an excellent opportunity for your clients to let you know more about their understanding of Medicare, healthcare in general, and their position regarding coverages.

- Review costs
 - monthly premiums
 - coverage help options
- Talk about coverages
 - What parts do you like? Dislike?
 - What would you change?
 - premium | copay | provider | benefits | plan structure

PARTS OF THE NEEDS ANALYSIS

fact finding

- Physicians/Networks
 - Do you have a PCP? (Name, location)
 - Would you consider changing PCP if it meant finding a plan that better suited your needs?
 - Do you understand provider and/or pharmacy networks work?
 - Are you okay requiring a physician referral for certain services?
- Prescriptions
 - Do you have medications that need to be included in your plan?
 - Prescription name, dosage, type, milligrams or mcg for each
- What is the most important aspect of medical coverage, to you?
 - Providers | Coverage for Prescriptions | Plan Extra's --dental, vision, hearing, OTC, etc.

PARTS OF THE NEEDS ANALYSIS

fact finding

- Are you interested in plans that may offer special coverage for certain medical conditions? IE:
 - Diabetes
 - Heart conditions
 - COPD
- Do you have other coverage to help pay for what your Medicare plan may not pay?

These topics are suggestions for the fact-finding section of your client needs analysis. They do not encompass everything you can talk about nor are they all required. Having an open ended conversation is simply the best way to understanding your clients so you can better serve their needs.

PARTS OF THE NEEDS ANALYSIS

coverage decision grid

Once you have completed your client analysis, based on the information collected, present your client with plan options available in their area. After reviewing the options, provide a full, and complete benefits presentation for the client's preferred plan choice.

Plan Options: Include Plan Name and Type

- Premium costs for each option
- Provider and Prescription coverage (if any)
- Highlight important plan benefits
- Include additional factors for each option

CLIENT NEEDS ANALYSIS SUMMARY

Gathering the information from a CNA from all of your clients is the best way to ensure you can present coverage options and plan choices based on their current situation.

Complete the CNA to learn (or relearn) about your client's Medicare eligibility, current coverage, and what is most important to them about their coverage.

Use the information from the CNA (and your conversation) to present plan options that may be available that meet their specific needs.



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