

Coverages that go hand-in-hand

Core and supplemental make great benefit companions

True or false?

 Your benefit conversations don't begin with supplemental benefits.

If you're like most of us, that's probably true. Supplemental coverages like accident, hospital indemnity, and critical illness* aren't generally your conversation-starter.

But that doesn't mean they're less important than core benefits like life, disability, and medical. In fact, supplemental benefits can play a big role in a holistic benefit offering when they're implemented the right way.

Everything but the kitchen sink?

Thinking about recommending supplemental products to a client? First and foremost, make sure you have a defined strategy that's based on what you know about their needs and objectives.

Then, make a well-rounded recommendation that doesn't include everything but the kitchen sink, and instead is a thoughtful proposal encompassing benefits that accomplish the client's goals. Sometimes, that means supplemental products are a great option for the client. In other cases, they may not be. Without a defined strategy, it's difficult to know.

An opportunity vs. an obstacle

"We already offer medical and disability." If this line sounds familiar, you're not alone. The trick is to view the pushback as an opportunity to start the conversation, not an obstacle.

Sure, medical and disability are core benefits your clients likely offer. But while medical insurance helps cover traditional medical expenses and disability insurance helps replace lost income, there's still a gap—out-of-pocket costs. And they can be overwhelming. Expenses like deductibles, travel costs, childcare, home healthcare—even everyday bills. These products can allow more focus on medical recovery, and less on the financial burden of a sickness or injury.

That's where supplemental benefits come in. They can be an important part of that holistic benefit offering we talked about earlier.

Let's look at a couple of scenarios.

Your client already offers **employer-paid disability**. But they want to take it a step further and create a more comprehensive package for employees. One that helps cover those sometimes unexpected, occasionally staggering out-of-pocket costs. What's a cost-effective way to give employees more of what they need? Add **voluntary accident coverage** to the mix.

Or you might have a client who provides employees with **high-deductible medical** coverage. Again, there are some expenses this kind of benefit doesn't cover. Adding **accident, hospital indemnity, and critical illness** can complement existing coverage and help employees manage what they spend.

Incorporating supplemental products with core benefit solutions can result in an **enhanced, comprehensive benefit package** both employers and their employees need—and want.



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* Specified disease in New York.



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