



Agent Bulletin

Allied National - The Small Group Benefit Experts

May 2021

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What to Know This Month

Here's a list of what you can expect to read about in our agent newsletter this month. Take a look!

1. New Facebook ad promotes Freedom Plans
2. Meet Allied's Elite Experience Team
3. Why employers need Cost Saver
4. Increase your group retention rate
5. MediGuide offers second opinion services
6. Blog articles to share with your clients

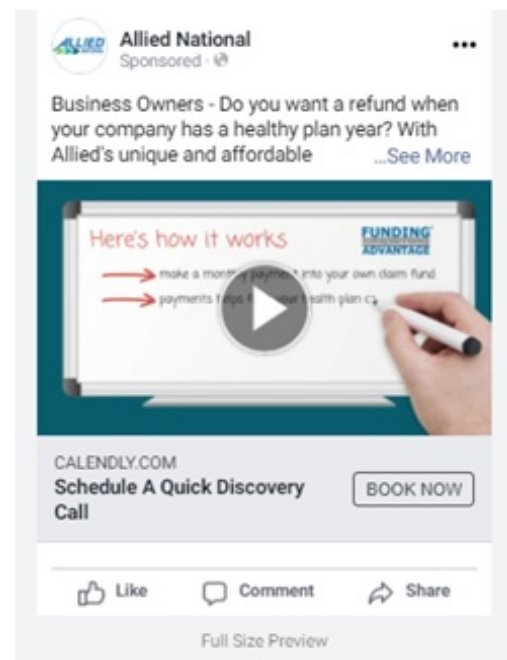
A New Facebook Ad Directed Toward Employers

The Marketing and Communications team at Allied National launched a new Facebook ad campaign this month and it *may* pop up in your newsfeed or you may get a call from your current clients or potential clients asking to learn more about Allied Funding Advantage Freedom Plans. Take a look at the screenshot here to see what the ad looks like in mobile view.

Allied is referring interested employers to General Agents and agents in their area.

The ad will run through Memorial Day targeting business owners in select industries such as Coffee Shops, General Contracting, HVAC, Plumbing and Lawn and Garden Services.

With lower rates and more states where Freedom Plans can be sold, we want to build awareness of our custom and affordable group benefit plans and send more business your way.

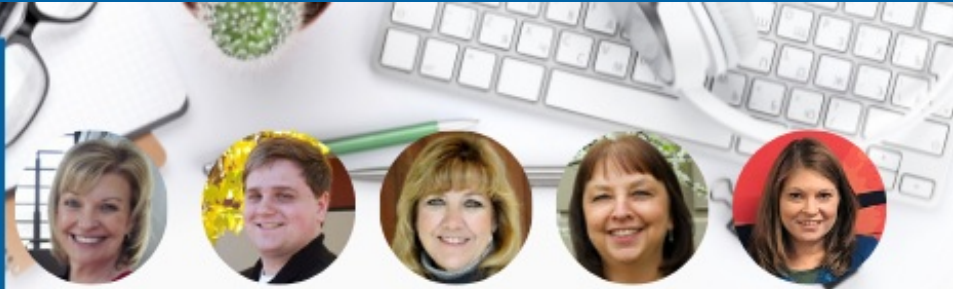


If you have questions regarding the Facebook ad, please reach out to the Marketing team

at marketing@alliednational.com. If you have questions about Allied Freedom Plans or need a quote, contact your General Agent or Allied Sales Support at 888-767-7133.

Make Sure Your Clients are Familiar with Allied's Elite Experience Team

Meet
The Elite
Experience
Team



Sherry S.

Jason L.

Kelly B.

Diane M.

Kris E.

Freedom Plan members have the support of Allied's Elite Experience Team to help them navigate their Reference-Based Pricing health plan – an exciting new concept in group health benefits that eliminates the need for a PPO.

Members can contact the Elite Experience Team if a new provider doesn't recognize the non-PPO Freedom health plan, which allows members to see any provider without penalty. The Elite Experience Team will work with the provider to explain the benefits and all aspects of the health plan.

Members also can contact the Elite Experience Team if they receive a balance bill from a provider. The team will work with providers to make sure members only pay their copays, deductibles and coinsurance.

Members can contact the Elite Experience Team by phone at 866-332-1987 or by email at elite@alliednational.com.

To assist you with informing current and potential clients about the Elite Experience Team, check out our flyers which can be personalized with your information.

[Download Personalized Flyers](#)

5 Reasons Why Employers Need Cost Saver



Employers who want to offer group health plans with good benefits, but feel they've been priced out of the cost of traditional major medical coverage, could be good candidates for Cost Saver.

Cost Saver works well for companies who have a lot of low-wage employees, such as nursing homes or construction companies. Employees of these type of companies need coverage but often can't handle the high premiums.

Here are the top five reasons Cost Saver is a great option:

1. Guaranteed issue – There is no medical underwriting!
2. Unlimited outpatient benefits.
3. Fixed cash payments for surgery and hospitalization.
4. Valuable PPO discounts – Access to the PHCS or First Health PPO networks.
5. And, like all Allied National Funding Advantage plans, employers who have Cost Saver have the opportunity to receive money back when their group has a healthy plan year.

Want to learn more? Contact your General Agent or Allied Sales Support at 888-767-7133 or sales@alliednational.com.

[Visit Cost Saver Page](#)

What Is Your Small Group Retention Rate?

Are you tired of moving health care small groups every year? According to *The Independent Insurance Agents of Dallas* it can cost anywhere from **seven to nine times more** to attract a new customer than to retain one.

At Allied National we strive to provide added value and cash back for healthy years so they renew with us. Executive Vice President Gary Ashley says these tactics have paid off and that our small group retention rate is over 85%!

Talk to your General Agents or our Sales Support team today about how to move your groups to Allied and increase your business retention rate.



Help Your Clients Protect Their Health and Safety in the Workplace



Even though the day (April 28) to bring awareness to safety in the workplace has passed, your clients still can promote the prevention of occupational accidents and disease at the office.

Allied has partnered with MediGuide to offer a medical second opinion service through Allied HealthCare Assistant at no cost to our members. Members don't have to have been injured at work to get a second opinion on a diagnosis. They can get assistance on any diagnosis for an injury or illness.

We encourage you to share this information with your clients – even if they have already been diagnosed with a medical condition. Whether the result of injury or illness, Allied members can get in touch with our HealthCare Assistants who can guide them through the process.

Read a recent [real-life story](#) of a man in his 30s experiencing excruciating back pain who

was going to potentially be out of work for 12 months – then he got a medical second opinion and received an alternative treatment plan that could get him back to work months sooner.

[Learn More About Allied HealthCare Assistant](#)



Allied National offices will be closed.

Check Out Our Latest Blogs

Each week, we post new expert content on *The Allied Blog* for you and your agents to share on your social media pages or share directly with your clients. Many of these topics address issues faced by small employers.

Visit alliednational.com/blog to see all the latest articles!



Benefits Employees Want Most in a Post-Pandemic World

[Read More](#)



How Reference-Based Pricing is Recalibrating Buying Benefits

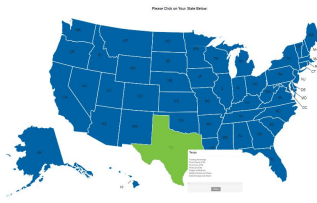
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Applicable Large Employers – ACA Penalties Still Enforced for Non-Compliance

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Sales Support

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Allied National is a 90 Degree Benefits Company, a subsidiary of Blue Cross Blue Shield of Alabama.

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