

# 2019 Dental Plans

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**Most Agents, like most people,  
don't spend enough time  
on dental plans.**  
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When people think about their health, they often don't consider their teeth. This attitude can be dangerous. Regular dental exams and cleanings are key to helping prevent and treat tooth and gum concerns as well as mitigating the risks of inflammation, dementia, circulatory issues and other concerns.<sup>1</sup>

Similarly, most Medicare beneficiaries don't think about dental policies. If you sell just two dental policies per week—at \$35 per enrollment, plus a 10 percent commission—you may be able to add an estimated \$4,000 to your bottom line.\*

## What would you do with an extra \$4,000 a year? Selling Humana's individual dental plans is easier than you think:



Plans can be sold year-round.



There's no certification or additional training required—start selling today!



Online enrollment options are available.

\*This is an estimate only. Commission estimate based on selling two dental policies a week (or eight policies a month) for 12 months, or a total of 96 policies/year. Based on enrollment-fee averages and 10 percent commission, assuming 100 percent retention. Commissions vary by state and are subject to the terms and conditions of Humana's policies and the agent's contract. Humana may modify, increase, reduce or discontinue commission at any time. Please contact your Humana sales rep for more details.

<sup>1</sup> <https://www.humana.com/learning-center/health-and-wellbeing/healthy-living/gum-disease-and-health>



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## We offer a wide range of plans to meet individual member needs:

- **Humana Complete PPO:** The richest benefits available for those with prior coverage.
- **Humana Loyalty Plus PPO:** Broad coverage for those with or without prior coverage.
- **Humana Preventive Plus PPO:** Our best-selling plan for preventive care, plus coverage for unexpected needs.<sup>2</sup>
- **Humana Dental Value DHMO:** For budget-conscious individuals who want broad coverage—and want to know their costs upfront.
- **Humana Savings Plan:** A discount-based option for members who want to save on costs without investing in insurance.

## Humana will help dental leads come to you.

Humana has a suite of customizable marketing materials to support your efforts. Simply add your contact information to one of our pre-approved brochures—available anytime in the MRC. They're perfect for individual presentations or a provider's office. (Leave a stack so patients in need of a new insurance plan can contact you directly.)

### And when they do, you can save them time...

Is one of your members experiencing a health issue and needing immediate coverage? No problem! In some cases, Humana dental PPO plans are effective as few as five days after enrollment.

### ...and money!

If you are offering stand-alone dental options to your clients, offer vision plans as well. When members enroll in both plans at the same time, they pay just one enrollment fee, an instant savings of \$35!

## Want to learn more or get started selling dental today?

**Call the Agent Support Unit at 1-800-309-3163**

or email at [agentsupport@humana.com](mailto:agentsupport@humana.com)

Monday–Friday, 8am–9pm EST

<sup>2</sup> based on 2017 Humana internal sales data.

**Humana**®

**Email [agentsupport@humana.com](mailto:agentsupport@humana.com) for more information.**