

2019 Veteran Engagement

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People who served their country
deserve a little extra care.

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One in five Medicare-eligible adults in our country is a veteran.¹ That's 9.3 million Americans age 65 and older.² And they're living longer than ever before.³ How can Humana help you support them as they age?

Most veterans have different healthcare situations than their peers.

It's true, veteran status often comes with healthcare benefits:

- Most are eligible for benefits through the Veterans Health Administration.
- Others get coverage from TRICARE for life.
- Some veterans get benefits from both places.

Still, many veterans look to Medicare for additional services beyond those covered by one of the options above. In some cases, veterans can supplement their existing benefits with Humana coverage. But many aren't aware of this option.

That's where you come in.

¹<https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/MCRAAdvPartDENrolData/Downloads/2017/Dec/State-County-Penetration-MA-2017-12.zip>; <https://www.census.gov/newsroom/facts-for-features/2015/cb15-ff23.html>

²<https://www.census.gov/newsroom/facts-for-features/2016/cb16-ff21.html>

³<https://gerontology.usc.edu/resources/infographics/americans-are-living-longer/>

Here's how to ensure veterans get the benefits they deserve.

Veterans live in nearly every community across the United States. Here's how to connect with those in your area:

- 1) Visit local branches of organizations with large numbers of veteran members:**
 - The American Legion
 - AMVETS
 - Veterans of Foreign Wars of the United States
- 2) Reach out to nearby VA hospitals and clinics regarding volunteer opportunities.**
- 3) Call your local MarketPoint office and ask about events they're sponsoring that serve veterans.**

When you meet a prospect, start with a simple—but meaningful—question: **“Are you a veteran?”** If the answer is yes, thank them for their service. And then take your gratitude a step further:

- Ask when and where they served.
- Ask if they came from a military family.
- Tell them about another veteran you know.

Once a foundation is built, if they ask about their health insurance options, you can let them know:

- You can help them learn more about Medicare.
- They might have the option to keep their current coverage and enroll in a Medicare Advantage plan.
- Beyond traditional medical coverage, many Humana plans offer robust educational resources⁴ and health and fitness classes.⁵

If they aren't a prospect, they likely know at least one veteran who is. So, keep the conversation going by asking about their contacts. And leave them with your card, to keep or pass along to a relative or friend.

Want more information or support in selling to veterans?

Visit [Ignite.Humana.com](https://ignite.humana.com) for additional resources, contact your local Humana sales representative or contact the Agent Support Unit at agentsupport@humana.com or 1-800-309-3163, Monday–Friday, 8am–9pm EST

⁴<https://www.humana.com/individual-and-family-support/benefits/health-resources/>

⁵<https://www.humana.com/manage-your-health/achieving-health-goals/silversneakers>



Email agentsupport@humana.com for more information.