

Evaluating Broker/Agency Claims

If it appears to you that the period of October through December seems to bring a greatly increased number of prospecting calls from health insurance agents, you are correct. For subscribers involved in association health plans with Independence Blue Cross, Keystone Health Plan East or Personal Choice®, agents are aware that they can only move you from one association program to another in January of each year. Agents frantically work on qualified prospects during this limited window of opportunity.

The Administrators, Inc., of course, has a vested interest in your continued patronage. Our 10-year track record of retention supports our confidence in our ability to show any client the reason that an administrator will service and evaluate your account most professionally.

There are several questions you want to ask an agent who asks for your association business.

1. Do you deal directly with the insurer?
2. Will you personally resolve claim disputes or will you direct me to the insurer to deal with them?
3. Are you asking for my business as an association account, or are you asking to become my broker of record and turn servicing of my account over to the insurer or a third-party “broker’s broker?” Are you endorsed to handle my association/chamber’s health insurance account?
4. My administrator has quoted me an association rate for the coming year. The rate will not change for any association/chamber member for one year from the association date of increase. Is the rate you are quoting me good for an entire year without additional increases for one year?
5. Are you quoting me your current rate, and if so, when does that rate change? Will you guarantee me that the rate will not change again for twelve months from that date?
6. I would like to visit your office and the people who will service my account. I wish to see your office and not that of a “broker’s broker.”
7. Is the rate you are quoting me a “pure” rate, and have you clearly disclosed any additional administrative fees you will charge separate from that rate?
8. Does the rate you are quoting me include each and every type of coverage that I currently carry or have indicated I wish to carry?
9. Does the policy you are offering exclude any pre-existing illnesses?

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