Mutual of Omaha



Target These Customers During Annual Enrollment

We've identified three target markets that may be a great fit for hospital indemnity coverage. For these clients, the right coverage can help ease concerns about the out-of-pocket costs that may come with a hospital stay.

Reach out to these customers before annual enrollment ends to further protect their healthcare needs.



Medicare Advantage clients

Retired-age individuals looking for value and protection from unexpected expenses

Concern: Copays and unexpected inpatient costs

Mindset: Value-focused; want low monthly premiums



Medicare supplement clients

Want the flexibility to see any provider who accepts Medicare and want coverage that goes further than their core benefits

Concern: Flexibility is important, as is covering gaps beyond medical bills

Mindset: Feels "well covered," but open to added peace of mind



High-deductible health plan clients

Still working (age 45-64) and are primarily concerned about financial shock from large deductibles and the burden of an unexpected hospitalization

Concern: Large plan deductibles and out-of-pocket shock

Mindset: Willing to self-insure, but worried about worst-case scenarios

For more information and new agent contracting, contact Stephens-Matthews Marketing

800-544-8250