

WEDNESDAY, JUNE 5, 2019

TIME	LOCATION	AGENDA
8:00 AM - 3 PM	Atrium B & C	EXHIBIT HALL OPEN
	Get Details At Event	ATTEND TWO TRACKS OF SESSIONS FOCUSED ON SELLING MEDICARE & SENIOR INSURANCE Track 1: Selling Medicare Insurance Solutions (Medigap, Medicare Advantage, PDP Plans) Track 2: Selling Senior Insurance Products + Lead Generation and Social Media Prospecting See the full program and schedule online at www.medicare supp.org/free
5:15 - 7:00 PM	Atrium Ballroom A	OPENING NETWORKING RECEPTION RECEPTION SPONSOR - USA Senior Care Network

THURSDAY, JUNE 6, 2019

TIME	LOCATION	AGENDA
6:15 AM	Hotel Lobby	GEN RE ANNUAL FUN RUN / WALK Meet in Hotel lobby.
7:15 AM	Atrium Ballroom A	BREAKFAST BREAKFAST SPONSORS - Amerilife
		KEYNOTE HERE TBD
9:00 - 10:15 AM	Imperial A	1. ILLUMINATING FINDINGS: HIGHLIGHTS OF THE LATEST MEDIGAP-RELEVANT STUDIES Our panel of industry experts will share the latest findings from their own studies or share highlights of data relevant to the Medicare Supplement business. (INSERT MORE INFO HERE). Moderator TBD
	Imperial B	2. AN UP-TO-THE-MINUTE MACRA UPDATE The latest from leading MACRA experts. What have the states approved? What wasn't approved? What is the very latest you need to know in order to really be MACRA ready (because it's now just around the corner!). Moderator: Ken Clark, Principal and Consulting Actuary, Milliman, Chicago, IL TBD
	A-703 & A-704	3. TECHNOLOGY SHOWCASE: FOR DISTRIBUTORS AND AGENTS See the latest tech tools created specifically for use by Medicare Supplement distributors and agents. Presenters share their latest innovations and what's coming down the pike. Krish Krishnan, President, Magnifact, Chicago, IL TBD
	A-706 & A-707	4. CONSUMER-FOCUSED MARKETING TRENDS TO GET A LEG UP ON THE COMPETITION What your prospects and customers want, how they think, and how they interact with you and others are all changing - constantly. What marketing trends will take the world by storm next year(s). Now's the perfect time to audit your strategies and start planning for 2020 and beyond. Lindsay Resnick, Executive Vice President, Wunderman Health, St. Louis, MO TBD
10:15 - 10:45 AM	Exhibit Hall	Coffee Available in the Exhibit Hall COFFEE BREAK SPONSOR -

10:45 - 12:00 PM	Imperial A	<p>5. FEDERAL UPDATE: LEGISLATIVE & REGULATORY CHANGES & FUTURE LANDSCAPE The industry-focused briefing of the changes that are or will impact Medigap plans and a look at the landscape from those embedded in the trenches. Your opportunity to ask questions and hear those raised by your peers from across the industry.</p> <p>John Greene, VP of Congressional Affairs, National Association of Health Underwriters, Washington, D.C. Heather Jerbi, Exec. Director Product Policy, America's Health Insurance Plans (AHIP), Washington, D.C. William Schiffbauer, Partner, Schiffbauer Law Offices, Washington, D.C.</p>
	Imperial B	6. OPEN
	A-703 & A-704	<p>7. AUTOMATED UNDERWRITING: A GAME CHANGER FOR MEDIGAP Automation is revolutionizing insurance. Automated underwriting is a game changer that presents new opportunities, as well as challenges. Experts explore these and more. The latest in analytical tools that help with decision-making.</p> <p>TBD</p>
	A-706 & A-707	<p>8 - TECH TOOLS & COMMUNICATION STRATEGIES TO GAIN THE GREATEST RESULTS What is proving to be the most effective consumer communication strategies and technology being used by Med Supp insurers, distributors and agents to generate cost-effective results? From E-mail marketing, to CRM systems to Social Media - our panel of experts take a deep dive into how strategy and technology come together.</p> <p>Dvora Ivankowski, Co-Founder, AgentMethods, LLC., Asheville, NC</p>
12:00 PM	Landmark 4 - 7	<p>NETWORKING LUNCHEON LUNCHEON SPONSORS - MIB - and - KEYNOTE: REGULATORY UPDATE: NAIC PERSPECTIVES ON SIGNIFICANT MATTERS TBD</p>
2:00 - 3:15 PM	Imperial A	<p>9 - STATE LEGISLATIVE UPDATE: LATEST NAIC AND STATE INITIATIVES What's going on across the nation that is relevant to those targeting Medicare eligibles (seniors) -- including the latest from the Spring NAIC Conference. Plus updates on MARCA and senior-focused initiatives including short-term and long-term care models. The latest information from a panel of national experts.</p> <p>Susan Voss, Vice President, Government Relations, American Enterprise Company, Des Moines, IA. Heather Jerbi, Exec. Director Product Policy, America's Health Insurance Plans (AHIP), Washington, D.C. William Schiffbauer, Partner, Schiffbauer Law Offices, Washington, D.C. David Torian, Counsel & Health Policy Analyst, Ntl. Assoc. of Insurance Commissioners, Washington D.C.</p>
	Imperial B	<p>10 - MED SUPP UNDERWRITING: THE EVOLUTION CONTINUES The role of underwriting continues to evolve to meet insurers modernizing their digital operations, as well as rising agent and consumer expectations. Our panel looks at what's taken place, what is occurring now and, most important, what these leading practitioners predict drives the future.</p> <p>Moderator: Nick Ortner, Consulting Actuary, Milliman, Brookfield, WI Brian Millman, Vice President, MIB, Inc., Boston, MA Rajiv Sood, Vice President and Business Development Leader, Swiss Re, New York, NY</p>
	A-703 & A-704	<p>11 - FUTURE OF MED SUPP DISTRIBUTION: WAYS TO FUTURE PROOF YOUR BUSINESS What is the future trajectory of Medigap insurance distribution? What's the impact of digital and technology transformation on the traditional insurance business model? Will smaller distributors survive? What can make your producers 'sticky' (loyal to your agency).</p> <p>Moderator: Mike Vietri, Chief Distribution and Marketing Officer, Amerilife, Clearwater, FL TBD</p>

A-706 & A-707

12 - MAXIMIZING RESULTS FROM AN IN-HOUSE OR OUTSOURCED CALL CENTER

Call centers are now an integral fixture in Medicare insurance sales - and poised for continued growth. Best tips for getting started - or - improving your current call center's results. What are strategies to drive more consumers and the key metrics that can help you monitor and analyze overall efficiency, performance and competency.

Moderator: Kris Schneider, Vice President, Consumer & Carrier Engagement, Aon, Lincolnshire, IL
TBD

3:15 - 3:45 PM

Exhibit Hall

Coffee Afternoon Break - Available in the Exhibit Hall
COFFEE & BREAK SPONSOR -

3:45 - 5:00 PM

Imperial A

13 - THE 2019 MEDICARE SUPPLEMENT CEO ROUNDTABLE & OPEN FORUM

Esteemed industry leaders examine the state of the Med Supp business today and share points of view about the future. Our annual CEO open forum is always packed so come early and prepared to ask your questions.

Moderator: Steve Najjar, Executive Vice President, Hannover Re, Orlando, FL
TBD

Imperial B

14 - HOT TOPICS: BIG DATA - BIG ISSUES - THE MEDIGAP ACTUARIAL ROUNDTABLE

Leading industry actuaries explore a range of timely big issues. Some controversial (MACRA Point - Counterpoint). Some looking ahead (Will there be a New Plan G?). Some topics Medigap actuaries are monitoring (Drugs and Medigap plans). Plus, the chance to get your questions answered.

Moderator: TBD
TBD

A-703 & A-704

15 - TBD

TBD

Moderator: TBD
TBD

A-706 & A-707

16 - DIGITAL MARKETING THAT ACCELERATES MEDIGAP LEADS AND DRIVES SALES

Everything you did with direct mail can now be done with digital campaigns. Experts driving Medigap and senior campaigns share the latest on Social Media (Facebook campaigns), Email design, code optimization and wave management, using QR codes and more.

Moderator: Bob Donnellan, Vice President of Sales and Marketing, RGI Data Assets, Atlanta, GA
Richard Bufkin, President, Target Leads, Rockwall, TX
Rick Wilson, List Portal Director, Giant Partners, Thousand Oaks, CA

5:15 - 7:00 PM

Landmark 4 - 7

NETWORKING RECEPTION
RECEPTION SPONSOR -

FRIDAY, JUNE 7, 2019

TIME	LOCATION	AGENDA
7:15 AM	Majestic E F G H	BREAKFAST BREAKFAST SPONSORS - <i>and</i> -
<i>Food service ends at 7:45 when our program begins</i>		KEYNOTE HERE TBD TBD

9:00 - 10:15 AM	Imperial A	<p>17 - HOW CAN TRADITIONAL DISTRIBUTORS COMPETE (SURVIVE) GOING FORWARD Amazon and E-commerce changed the world. Changes are already impacting traditional Marketing Agencies (GAs/FMOs). Will E-FMOs dominate the future? Hear heads of small and regional distributors PLUS future-forward independent thought leaders. Let's start this important discussion about the future.</p> <p>Moderator: Jesse Slome, Director, American Association for Medicare Supplement Ins., Westlake, CA FMO: Mike Smith, President, The Brokerage, Inc., Dallas, TX FMO: TBD FMO: TBD FUTURIST: TBD FUTURIST: TBD FUTURIST: TBD</p>
		<p>Imperial B</p> <p>18 - MEDICARE SUPPLEMENT CLAIMS MANAGEMENT: IT'S BECOME MEANINGFUL Hear why the old way of thinking (if Medicare pays, we pay) can be the difference between profit and loss on your Medigap business. From combating evolving fraud schemes to negotiating large claims, leading claims experts share claims management insights and strategies you shouldn't overlook.</p> <p>Moderator: Patricia Bailer, Life/Health Head of Claims, Gen Re, Portland, OR TBD</p>
		<p>A-703 & A-704</p> <p>19 - PROVIDERS TAKING RISKS: THE NEW PARADIGM & THE FUTURE OF MEDICARE INSURANCE The growth of provider groups is a trend to watch. Providers have been gaining experience and incentivized to take downside risk on their FFS contracts with the goal of slowing Medicare spending growth. What does the future hold for insurance carriers in general and for Medigap specifically?</p> <p>Sean Mendes, Actuarial Associate, Hannover Re, Orlando, FL TBD</p>
		<p>A-706 & A-707</p> <p>20 - RETIRED AND WIRED: ARE YOU READY FOR TECH-SAVVY SENIORS? As digital technology adoption continues to trend upwards, is the way you communicate with the retiree population outdated? What are distinctions in tech adoption and use patterns by those 65+? What have proven to be best strategies for retiree engagement and communication?</p> <p>Pat Yu, Product Development Director, Aon, Oregon City, OR TBD</p>
10:30 - 12:00 PM	Imperial A	<p>21 - HOLD DOUG ARMSTRONG, AARP TBD</p>
		<p>Imperial B</p> <p>22 - AVAILABLE TBD TBD</p>
		<p>A-703 & A-704</p> <p>23 - ASK THE REGULATORS: AN OPEN FORUM An opportunity to hear from and ask questions of regulators who focus on Medicare insurance products. This is an open forum so come prepared to ask your questions and any from your colleagues unable to attend the conference.</p> <p>David Torian, Counsel & Health Policy Analyst, Ntl. Assoc. of Insurance Commissioners, Washington D.C. TBD</p>
A-706 & A-707	<p>24 - STAYING COMPETITIVE WITH BEHAVIORAL DATA: BEST STRATEGIES FOR INSURERS Gaining a clear view of customers and their preferences will elevate results. Discover how behavioral data is helping carriers improve the customer experience and conversion rates. Best strategies to incorporate data to create more sophisticated and individualized interactions.</p> <p>Jeff Piotrowski, Senior Director of Insurance, Jornaya, Philadelphia, PA</p>	

This concludes our conference program.

Thank you for attending.