

WEDNESDAY, SEPT. 8, 2021

TIME	LOCATION	AGENDA
8:00 AM - 3 PM	ADVENTURE HALL	EXHIBIT HALL OPEN - Located in the Convention Center
	Get Details At Event	ATTEND TWO TRACKS OF SESSIONS Track 1: Selling Medicare Insurance Solutions (Medigap, Medicare Advantage, PDP Plans) Track 2: Lead Generation and Social Media Prospecting, Technology, Building Your Business

TECHNICAL ROUNDTABLES

Utopia and Nirvana Ballrooms are located in the Conference Center on the 2nd Level (Escalator or stairs up)

1:00 PM - 2:30 PM	UTOPIA A - B	LEGAL - COMPLIANCE - REGULATORY PROFESSIONALS ROUNDTABLE
	UTOPIA C - D1	CLAIMS PROFESSIONALS ROUNDTABLE
3:00 PM - 4:30 PM	UTOPIA A - B	ACTUARIAL - PRICING PROFESSIONALS ROUNDTABLE
	UTOPIA C - D	UNDERWRITING PROFESSIONALS ROUNDTABLE

CONFERENCE OPENING RECEPTION

5:15 - 7:00 PM	NIRVANA	OPENING RECEPTION SPONSOR USA Senior Care Network
----------------	---------	------------------------------------------------------



THURSDAY, SEPT. 9, 2021

TIME	LOCATION	AGENDA
7:00 AM <i>Program begins at 7:30 AM</i>	EXPLORATION Convention Center	BREAKFAST BREAKFAST SPONSOR - AmeriLife
		AMERILIFE
9:00 - 10:15 AM	SCHAUMBURG EAST	SHIFT HAPPENS: MEDICARE DISTRIBUTION ADAPTS TO THE NEW AND NEXT 'NORMAL' What will a post-pandemic future look like in terms of Medicare insurance distribution? Our panel will share what changes they believe will stick and what they are planning for an ever-changing world. What's worked to adapt their field force to virtual sales? If you've thought about where Medicare distribution is heading, this is the session to hear and get your questions answered.
	SCHAUMBURG E - H	ANCILLARY BENEFITS SHOWCASE: INCREASE CLIENT ENGAGEMENT & AGENCY SALES Ancillary products are a great way to increase business, build stronger relationships with existing clients and open doors to new ones. Discover some of the latest offerings that dovetail with Medicare insurance markets.
	UTOPIA	ACTUARIAL PERSPECTIVES: MACRA TO COVID TO OTHER EMERGING ISSUES The nation's top actuarial experts always come prepared to address timely topics and share the latest data and perspectives. Issues they may address include MACRA and Covid impacts, loss ratios challenges, cross-selling opportunities and other important factors that impact Medigap today and into the future.

9:00 - 10:15 AM <i>continued</i>	NIRVANA	REMOTE TRANSACTIONS: TECHNOLOGY OF THE FUTURE CHANGING BUSINESS TODAY Covid accelerated the need and use of electronic platforms. Meanwhile everyone is building D2C experiences hoping to win a self-enrollment windfall. What's been learned from MA and Medigap enrollment trends? How important is e-Signature? What lies ahead in the rapidly tech landscape?	
10:15 - 10:45 AM	EXHIBIT HALL	COFFEE AVAILABLE IN THE EXHIBIT HALL	
10:45 - 12:00 PM	SCHAUMBURG EAST	LEGISLATIVE & REGULATORY UPDATE: WHAT'S HAPPENED - WHAT'S ON THE HORIZON The yearly briefing by leading experts. Changes that have or will impact Medicare, Medigap and MA plans. Plus a look at latest legislation impacting Rx drug pricing at both the federal and state level. As always, your opportunity to ask questions and hear those raised by your peers from across the industry	
	SCHAUMBURG E - H	FORECAST 2026: THE FUTURE OUTLOOK FOR MEDICARE INSURANCE D-2-C Direct to consumer's leading practitioners break out their crystal ball and peer ahead to forecast their outlook for the future for D-2-C strategies and technologies specific to Medicare Advantage and Medicare Supplement (PDP) plans markets. What will the next 5 years look like?	
	UTOPIA	BEHAVIORAL SCIENCE'S IMPACT ON MEDIGAP PRODUCT DEVELOPMENT / MARKETING Companies are increasingly recognizing the value of placing behavioral science—the blend of insights from psychology, economics and neuroscience—as a part of their product and sales development. Methodologies for leveraging behavioral science in developing insurance products and marketing to consumers.	
	NIRVANA	GRAND CHALLENGES: GROWING MEDICARE SUPPLEMENT; WHAT WILL IT TAKE? The future of Medicare Supplement is impacted by challenges from Medicare Advantage, the economic impact of Covid to postponed retirements. Will population alone account for sales growth? Strategists counseling the nation's leading Medicare Advantage and Medigap players share their insights.	
12:00 PM	EXPLORATION Convention Center	NETWORKING LUNCHEON LUNCHEON SPONSOR - Genomic Life	
2:00 - 3:15 PM	SCHAUMBURG EAST	LEAD GENERATION SHOWCASE: FOR DISTRIBUTORS AND AGENTS The Medigap industry's leading generators of leads showcase what's working to generate quality new prospects. Your chance to see it all compared in one place at one time.	
	SCHAUMBURG E - H	GLOBAL MEGA TRENDS IMPACTING MEDICARE SUPPLEMENT: 2020 - 2025 We live in an era of disruption and transformation that impact all aspects of business. Industry leaders discuss trends, challenges and opportunities, plus what they are doing to navigate these times to ensure future success.	
	UTOPIA	CALL CENTERS: BUILD ONE, BUY ONE, FIND ONE, MAXIMIZE ONE From building to partnering, Call Center pros address outsourcing strategies that provide competitive advantages opportunities for insurers and FMOs/General Agencies. If you've thought about where Medicare direct-to-consumer sales are heading, this is the session to hear and get your questions answered.	
	NIRVANA	KEY FINDINGS: FIRST NATIONAL MEDICARE MARKETING & DISTRIBUTION SURVEY Results of the 2021 nationally conducted survey of agents who market Medicare solutions and FMOs who distribute these products. What do producers value and look for? Must hear info if you work with, plan to recruit or retain agents and brokers. Panel of survey participants and contributors dig deeper to discuss and explain the findings.	
2:30 - 3:45 PM	Exhibit Hall	COFFEE AVAILABLE IN THE EXHIBIT HALL	THE HALL CLOSES AT 4:00 PM
3:45 - 5:00 PM	SCHAUMBURG EAST	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.	

3:45 - 5:00 PM
continued

SCHAUMBURG
E - H

VIRTUAL SELLING: WHAT'S WORKING & WHAT IT TAKES TO BE SUCCESSFUL

A panel of experienced experts will each share their strategies for creating connections, booking appointments, utilizing online webinars and other online selling platforms. There's no one-way to achieving virtual sales success so you'll want to hear from them all ... and get your questions answered.

UTOPIA

MEDIGAP UNDERWRITING IS CHANGING; HOW ANALYTICS IMPACTS PREDICTABILITY

An examination of the latest changes that impact present insurers and those in the product development stage. Technology, underwriting tools, predictive analytics and informatics role in application design, and latest in medical claims data all will be discussed by our panel of leading experts.

NIRVANA

MEDICARE LEAD ADVERTISING: HOW DO YOU COMPETE WITH JOE NAMATH & 1776?

With \$500+ million spent on advertising to generate Medicare leads, what advertising and lead-gen strategies & messaging will work to generate profitable Medicare insurance business. Top ad, DM & Facebook experts share their advice for those planning small ... mid-sized ... and super-sized ad spends.

5:15 - 7:00 PM

SCHAUMBURG A - D
SCHAUMBURG WEST

NETWORKING RECEPTION

RECEPTION SPONSOR - TruHearing



FRIDAY, SEPT. 10, 2021

TIME	LOCATION	AGENDA
7:15 AM	SCHAUMBURG A- D SCHAUMBURG WEST	BREAKFAST BREAKFAST SPONSOR - Integrity Marketing Group
9:00 - 10:15 AM	SCHAUMBURG EAST	SECRETS TO A SUCCESSFUL ENROLLMENT TECHNOLOGY ROLLOUT Vital dos and don'ts for distributors looking to implement and roll out enrollment technology for use by agents. What's the best time to implement a new initiative? Learn from successful implementations and hear how to avoid mistakes that cost time and will frustrate your producers.
10:30 - 12:00 PM	SCHAUMBURG EAST	THE FINAL WORD FROM TOP AGENTS; WHAT THEY LEARNED - WHAT THEY'RE PLANNING Don't miss hearing from this panel of top Medicare insurance agents. What did they learn at this year's conference? What are they planning to do for continued success? And, a final chance to ask your questions before heading home.
	SCHAUMBURG E - H	NATIONAL MEDICARE CONSUMER STUDIES: MEDIGAP SHOPPING & ENROLLMENT Findings of the latest national studies of Medicare / Healthcare insurance buying decisions. Data on how Medicare buyers at different ages shop. Understand what's working to best capture buyers, best strategies to convert current policyholders and successful strategies to retain and expand your business.



This concludes our conference program.

Thank you for attending.