MODERNIZING THE INSURANCE LANDSCAPE

INTEGRATING OUR EXPERIENCE, DIVERSE PRODUCTS, & CLOUD-BASED TECHNOLOGY AS A MEMBER OF THE INDUSTRY VANGUARD
Health Insurance Innovations, Inc.

**Consumer:** Searches for insurance online

**Lead Generator:** Captures interest to sell leads to agents and insurers

**Independent, Third-Party Insurance Agent:**
Purchases insurance leads and guides the consumer to suitable insurance products according to their needs.

**HIIQ Platform:**
Connects independent agents to carrier products; provides billing and customer service

**Carrier:**
Underwrites insurance products and provides coverage
NATIONAL COUNCIL OF INSURANCE LEGISLATORS

HEALTH POCKET SURVEY

What type of health coverage did you have before Short Term Health Insurance?

- Employer Coverage: 46%
- ACA Plan: 18%
- Other Short Term: 13%
- Medicaid: 5%
- Uninsured: 19%
IMPLEMENTING A MODEL

Benefits of a Model Law:
• Decrease confusion
• Standardization across the states
• Increase efficiency
  • State departments of insurance
  • Carriers (8-10 per states)
  • Brokers
  • TPA’s
• Improve outcomes for consumers
BENEFITS & PRICING

MAXIMUM LIMITATION

Typical maximum limitation ranges from $500,000 - $1,000,000

• Our carriers note few claims exceed $200,000
• Increase limitation = premium increases
  – Estimates range: 3% - 14%

UNDERWRITING

Typical - Simplified underwriting

• Accept / Reject
• Rating based on age / gender / zip

Tiered underwriting

• Guarantee issue
• Tier 1 / Tier 2
• Allows for benefit choice and premium adjustments
QUESTIONS?

THANK YOU!