
MEDICARE SUPPLEMENTS

FILLING THE SALES PIPELINE

02.12.26



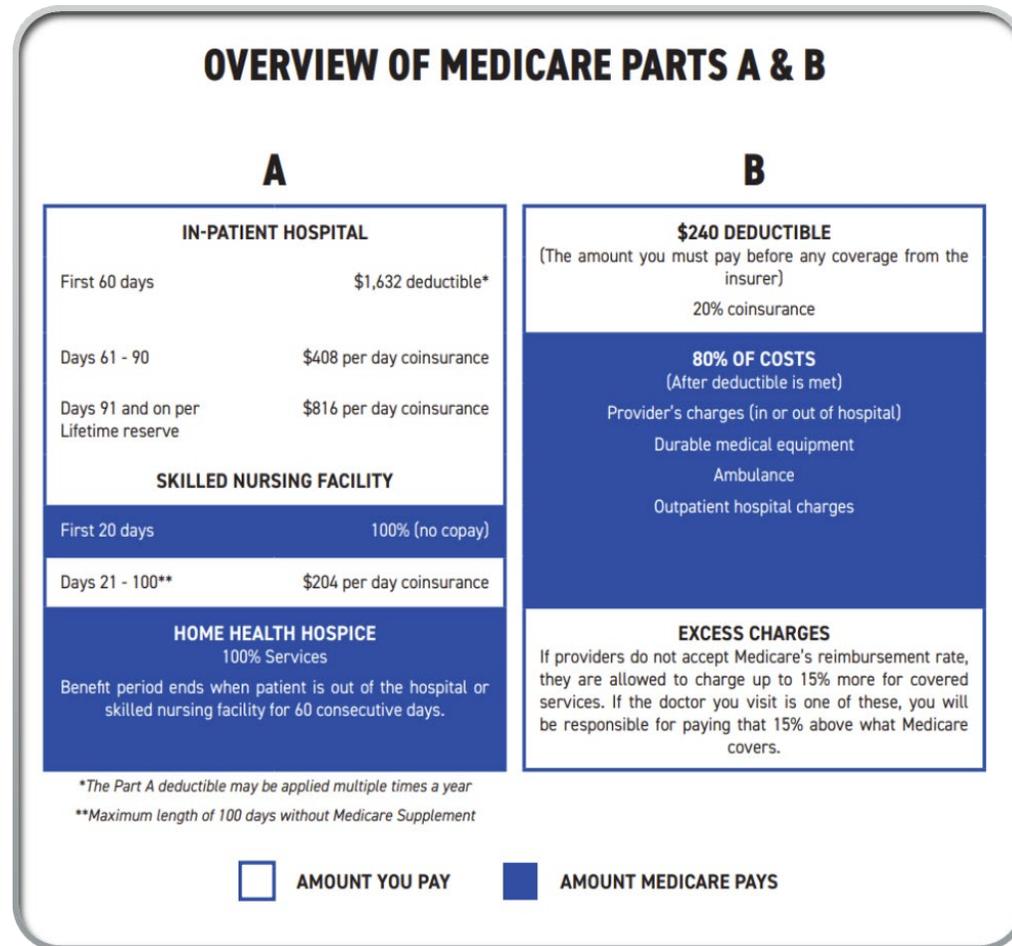
Kansas Farm Bureau®
The Voice of Agriculture®

WHAT IS MEDICARE?

- Health Coverage for 3 groups of people
- Those 65 and older
- Those under 65 with certain disabilities
- Those that are any age with End Stage Renal Disease

- Enrollment is through Social Security or Railroad Retirement Board
- Administered by Center for Medicare and Medicaid Services

WHAT MEDICARE DOES/DOESN'T PAY FOR



HOW WE FILL THE GAP

Medicare Supplement Insurance at a Glance

If "Yes" appears in the chart, Medicare plus the Medicare Supplement policy covers a total of 100 percent of the described benefit. If a row lists a percentage, the policy covers that percentage of the described benefit. If "No" appears, the policy does not cover that benefit. **NOTE:** The Medicare Supplement policy covers coinsurance only after you have paid the deductible (unless the supplement policy also covers the deductible).

Benefits	A	B	C	D	F*	G	K	L	M	N
Part A coinsurance and hospital costs up to an additional 365 days after Medicare benefits are used up	Yes									
Part B coinsurance or copayment	Yes	Yes	Yes	Yes	Yes	Yes	50%	75%	Yes	Yes***
Blood (first three pints)	Yes	Yes	Yes	Yes	Yes	Yes	50%	75%	Yes	Yes
Part A Hospice Care coinsurance or copayment	Yes	Yes	Yes	Yes	Yes	Yes	50%	75%	Yes	Yes
Skilled Nursing Facility Care coinsurance	No	No	Yes	Yes	Yes	Yes	50%	75%	Yes	Yes
Medicare Part A deductible	No	Yes	Yes	Yes	Yes	Yes	50%	75%	50%	Yes
Part B deductible	No	No	Yes	No	Yes	No	No	No	No	No
Part B excess charges	No	No	No	No	Yes	Yes	No	No	No	No
Foreign Travel Emergency Care (up to plan limits)	No	No	Yes	Yes	Yes	Yes	No	No	Yes	Yes

*Plan F also offers a high-deductible plan. If you choose this option, this means you must pay for Medicare covered costs up to the deductible amount of \$2,300 in 2019 before your Medicare Supplement plan pays anything.

**After you meet your out-of-pocket yearly limit and your yearly Part B deductible (\$185 in 2019), Medicare plus the Medicare Supplement plan pays 100% of covered services for the rest of the calendar year.

***Plan N pays 100 percent of the Part B coinsurance, except for a copayment of up to \$20 for some office visits and up to a \$50 copayment for emergency room visits that don't result in an inpatient admission.

Out-of-Pocket Limit**	
\$5,560	\$2,780



HAVING THE TALK

- Start Early
 - “We have a variety of health coverages including Medicare Supplements when you are ready to make those decisions.”
 - “Medicare supplements are standardized, so as long as your provider takes Medicare, they have to take your supplement. You are truly comparing price and customer service.”
- Encourage them to sign up for an online Social Security Account
- Once they have their Medicare Part A & B, they are ready to come see you

GUARANTEED VS. NON-GUARANTEED

- Guaranteed
 - Their open enrollment period (3 months before they turn 65, the month they turn 65, and 3 months after they turn 65.)
 - Within 6 months of Medicare Part B starting
 - Special Enrollment Period (the 6 months following their/spouse's retirement)
- Non-Guaranteed
 - When they have been with another company and want to switch.
 - When they have had Medicare Part A & B, but didn't want a supplement, but now want one
- ****The Fall Open Enrollment Period for Medicare Advantage and Part D is not an open enrollment for these plans

KFB HEALTH TO MEDICARE

- Does not automatically roll over
- Must complete paperwork (We mail form 2-3 months in advance)
- Must pick up a drug plan (We do not sell)
- ***Plan D and Part D are NOT the same!!!!!!

SAYINGS TO REMEMBER

- **Medicare Part D**---Is a dance. Pick your best partner for the year. Every year from Oct. 15-Dec. 7 you are going to check to see who your best partner is.
- **Medicare Advantage**---Not an advantage if you Dr./Hospital is not in-network
- **Medicare Supplement**---Treat like a marriage. Pick well, pick what you can afford, and stick with it.



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Director of KFB Health
Plans

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I can help you develop a financial strategy that is custom-tailored to your individual needs and situation, can work with your attorneys, accountants, bankers or charitable advisors and can also assist with:

- Wealth management and financial planning
- Retirement funding
- Estate planning or transfer
- College funding
- Life insurance
- Buy/sell agreements

Talk to me today about setting up a meeting. I look forward to getting acquainted with you and helping you reach your financial goals.

Ward Phillips

Associate Advisor

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Renaissance!

Retirement is no longer...

"hang on and hope nothing bad happens!"

Instead, living *intentionally* and investing in:

- Life Experiences
- Health and Well-being
- Security/Guaranteed Income
- Leaving a Legacy
- *Choice*

Let's Talk Peak 65

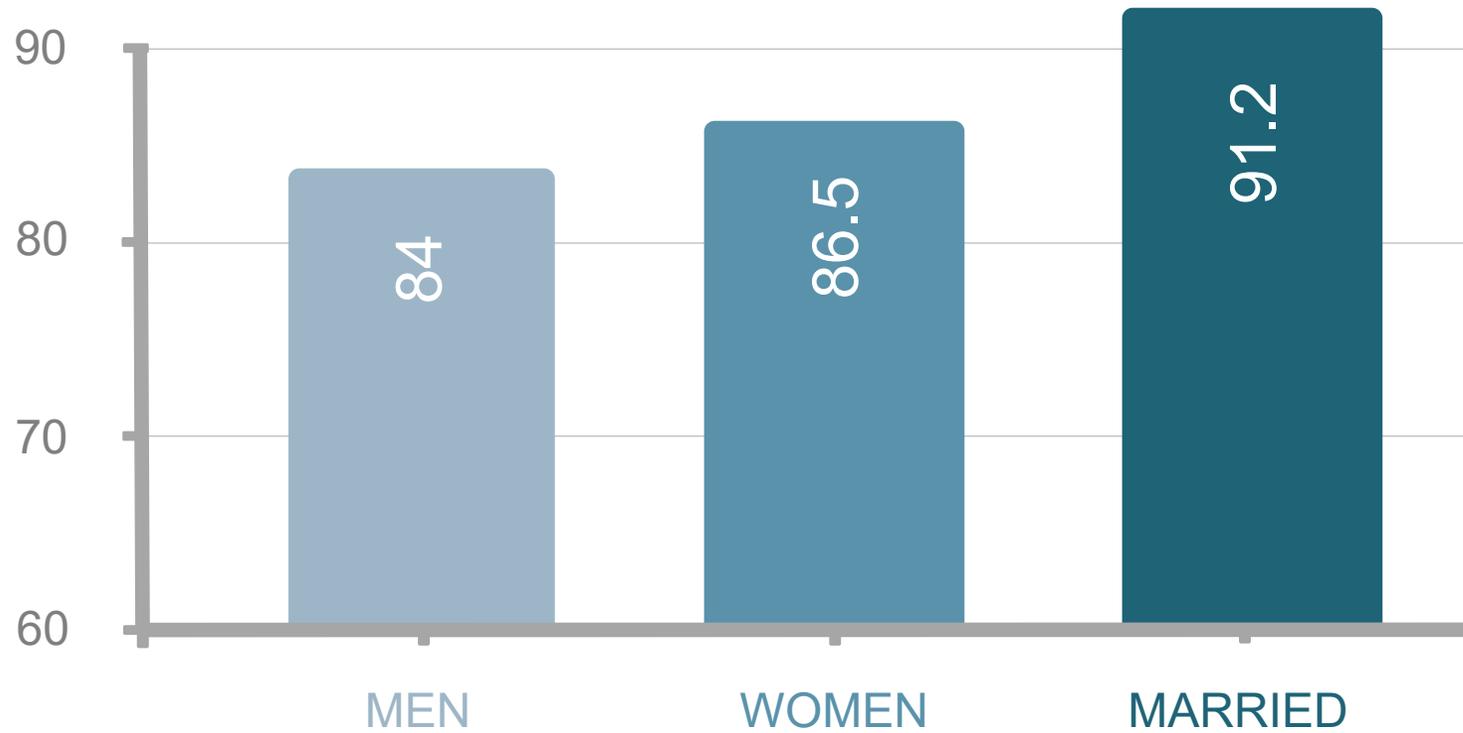
11,200 Americans turn 65 everyday

4.1mm Americans every year through 2030

The longevity market represents **\$22 TRILLION** opportunity. 83% of the US household wealth is controlled by 50-year-old households.

LIFE EXPECTANCY

AT AGE 65



Source: [socialsecurity.gov](https://www.socialsecurity.gov),
IRS Pub 590-B (2018)



Longevity



Inflation



Volatility



Taxes

Embrace EVERY Stage

If you make it to 65-years-old, you have even odds to live into your 90s. This is a seismic shift in how we perceive and prepare for later stages in life.

As we seek more fulfilling lifestyle choices, there are unique challenges to consider

Interesting Stats:

Baby Boomers

Born 1946 – 1964

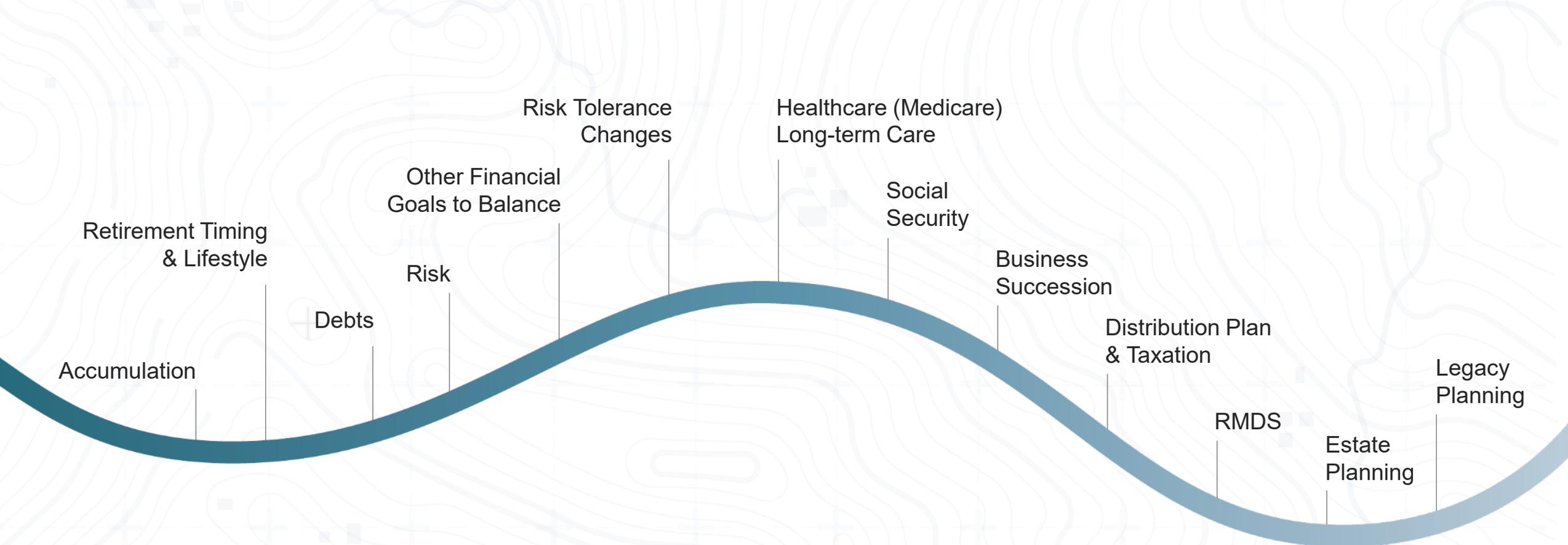
Age range: 61 -79

- 76,000,000 (almost 25% of the US population; higher % for Kansas)
- 22% live alone
- 22% have no children; 37% have no grandchildren
- 35% of American divorcees in 2021 were 55+ (2x more than others)
- 49% expect to or are already working past age 70
- 70% expressing financial uncertainty over retirement savings
- Greater number of chronic health conditions than previous generations
- Value health and financial well-being, social connections, hard work, individualism, independence, optimism, family

- **Focus on Stages, Not Just Age:** "The three-stage life of learn, earn retire, no longer holds and that the increasing healthspans decrease the importance of age in the market. Rather, it will be stage that defines what types of products and services a person will need". NikeCruzr One sell the need, not the age.
- **Diversity Within Older Adults:** "We need to reset what an 'old person' is. Three people, all seventy years old, may not even be in the same market segment".
- **New Opportunities:** "People will live a multi-stage life with new life stages. Individuals should think about their own stages as well as the stages of their customers and workforce".
- **Call to Action:** "Every business leader needs to develop a longevity strategy for the opportunities presented by the living a 100-year life. Changing your mindset will be crucial."

Senior Living Myths

- Myth 1** 55 is too young to consider senior living options - that's for "old" people
- Myth 2** Senior living communities are only for sick people
- Myth 3** Medicare covers the cost of long-term care
- Myth 4** Aging at home (without a plan) is the most affordable and easiest option
- Myth 5** Senior living is an asset drain and my options are limited
- Myth 6** When the time comes that more care is needed, care center options are readily available



PREPARING FOR RETIREMENT

How can I cover my healthcare needs?

Will I have enough to retire?



TRANSITIONING TO RETIREMENT

When should I start taking Social Security?



LIVING IN RETIREMENT

How can I leave a legacy?

How should I access my money to fully enjoy retirement?

NEST EGG

401k

403b

Savings &
CDs

Life
Insurance &
Annuities

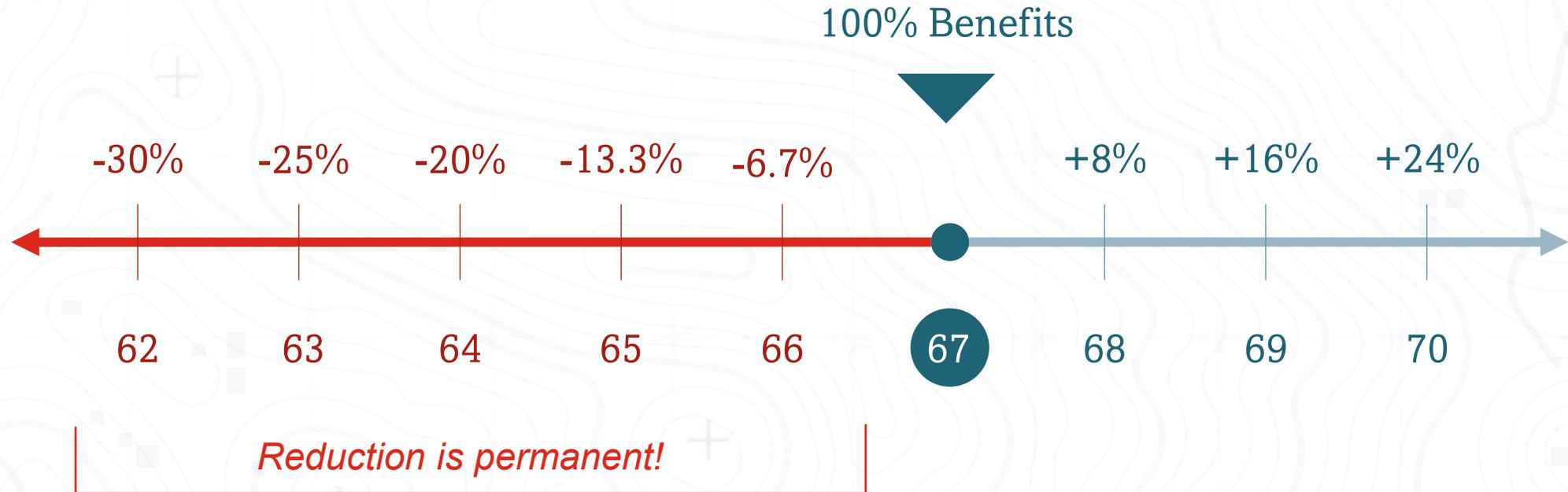
IRA

SEP

Roth IRA

Stocks &
Bonds

SOCIAL SECURITY BENEFITS



Example: birthday of May 9, 1961

3+ Chronic Conditions

By 2033, the majority seniors 75+ will have 3+ chronic conditions and mobility limitations

2033	Middle-Income Seniors 75+	Middle-Income 75-84	Middle-Income 85+
3+ Chronic Conditions	54%	53%	55%
3+ Limits in Activities of Daily Living	7%	4%	13%
High Needs*	16%	13%	22%
Cognitive Impairment	31%	27%	40%
Mobility Limitations	56%	50%	68%

Many older adults will need additional caregiving support and may not be able to continue to live independently.

*High-needs is defined as those with three or more chronic conditions and one or more limitations in ADLs

LONG TERM CARE

70%
Over age 65 will need some form of long term care

20%
Will need care for five years or more

\$260
Average daily cost of semi-private room

CARE OPTIONS

- 1** Rely on the government
- 2** Long Term Care Insurance
- 3** Asset Based Solution



Longevity



Inflation

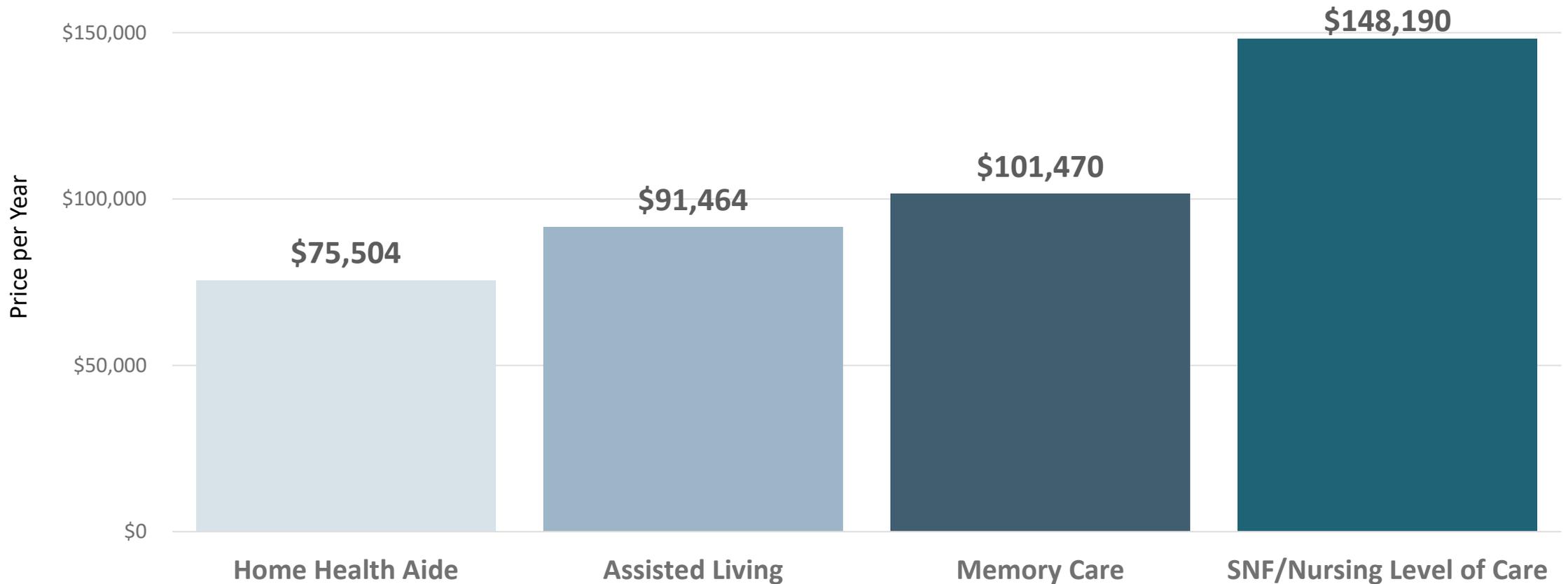


Volatility



Taxes

Average Annual Costs of Long-Term Care



The Growing Caregiver Role

Impact: Biological & Physiologic

Only things comparable to effects on health and well-being of caregiving are:

1.Divorce

2.Bankruptcy

Needs to be acknowledged and thought of when you consider aging at home.

<https://www.va.gov/pension/aid-attendance-housebound/>



Veterans Benefits pay \$1,515-\$2,795 monthly to Veterans and Spouses

- Surviving Spouse needs care \$1,515
- Single Veteran needs care \$2,358
- Married Veteran needs care \$2,795
- Veteran with Spouse who needs care \$1,851
- Veteran and Spouse need care \$2,795



Do you have qualifying military service?

- **World War II**
 - December 7, 1941 through December 31, 1946
- **Korean Conflict**
 - June 27, 1950 through January 31, 1955
- **Vietnam Era**
 - August 5, 1964 through May 7, 1975
 - Veterans who served in the Republic of Vietnam between 11/1/55 – 8/4/64 are eligible.
- **American Merchant Marines**
 - December 7, 1941 through August 15, 1945
- **Gulf War**
 - August 2, 1990, through a future date to be set by law or presidential proclamation



What type of care qualifies?

- Assisted Living
- Home Care
- Senior Living (with care)
- Memory Care
- Adult Day Care
- Nursing Home

Retirement Lifestyle Plan

Client & Co-Client



MoneyGuide Pro Elite

Comprehensive Planning Platform

NEEDS

WANTS

WISHES

✓ Create your Goals.



Travel



Car



Gift



Home Improvement



Leave Bequest



Celebration



Private School



College



Provide Care



Major Purchase



Wedding



Start Business



New home



Anything Else



Insurance Policy



Needs



Retirement - Living Expense

_____ =
_____ =



Health Care

_____ =
_____ =



Primary Vehicle

_____ =

Wants



Convertible

_____ =



Home Improvement

_____ =



Fun Money

_____ =

Wishes



Leave Bequest

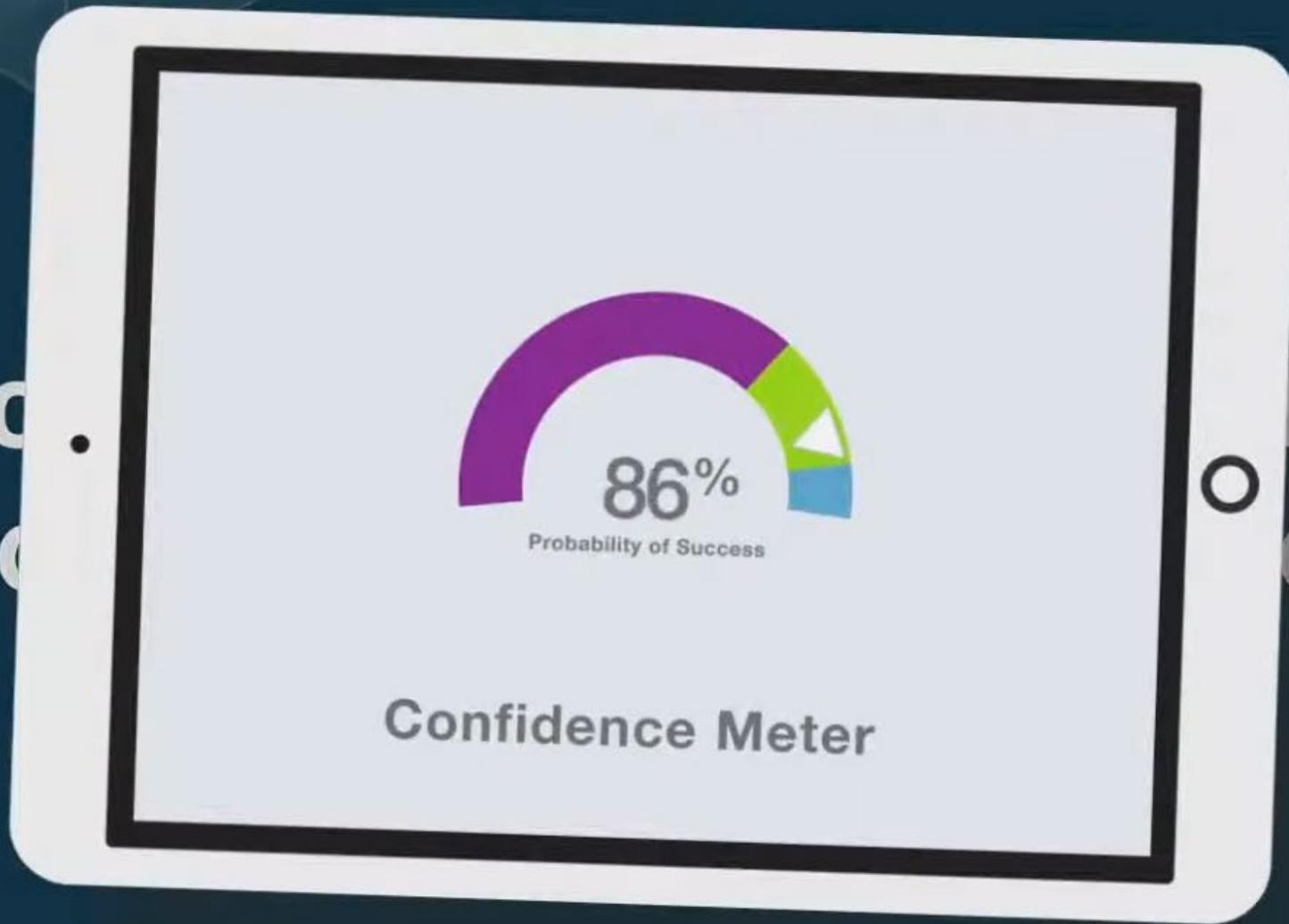
_____ =



Major Purchase

_____ =

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Great Recession Loss

Inflation

Social Security Cuts

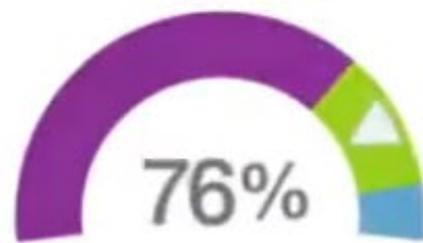
Low Returns

Die Early / Live Long

Health Care/LTC

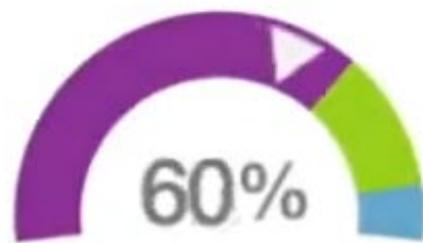
Cuts to Pension

Needs Only



Probability of Success

Needs and Wants Only



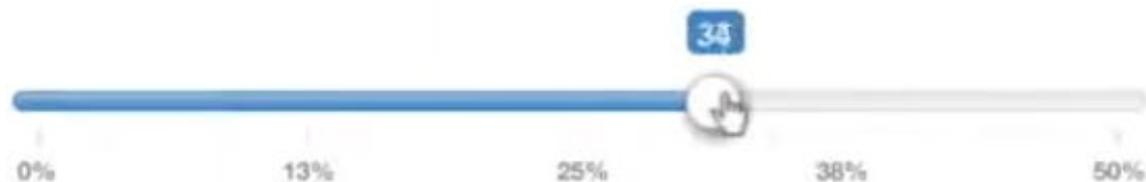
Probability of Success

Needs, Wants & Wishes



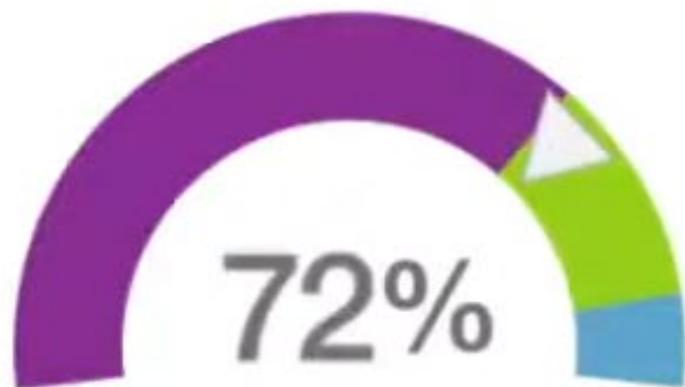
Probability of Success

Percentage Loss



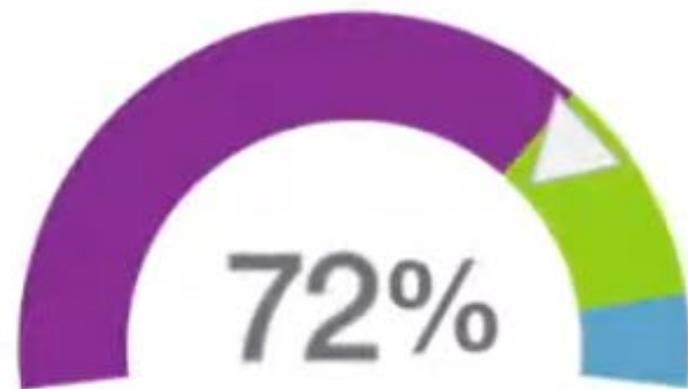
PlayZone[®]

PlayZone[®] Scenario



Probability of Success
In Confidence Zone

Recommended Scenario



Probability of Success
Below Confidence Zone

Retirement Expense:





**LET'S PREPARE OUR CLIENT
MEMEBERS FOR EVERY STAGE
OF LIFE!**

WARD PHILLIPS

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I can help you develop a financial strategy that is custom-tailored to your individual needs and situation, can work with your attorneys, accountants, bankers or charitable advisors and can also assist with:

- Wealth management and financial planning
- Retirement funding
- Estate planning or transfer
- College funding
- Life insurance
- Buy/sell agreements

Talk to me today about setting up a meeting. I look forward to getting acquainted with you and helping you reach your financial goals.

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