



**GLOBAL BENEFITS**  
SPECIALISTS IN INTERNATIONAL COVERAGE...  
PROVIDING INSURANCE WITHOUT BORDERS

# Marketing International Group Health & Employee Benefits

**Global Benefits LLC**

[www.GlobalBRI.com](http://www.GlobalBRI.com) ♦ [info@GlobalBRI.com](mailto:info@GlobalBRI.com)

7150 Winton Drive, Suite 300 ♦ Indianapolis, Indiana 46268 USA

USA: 888.258.6820 ext. 177 Abroad: +00+1+317 735 4077



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## The competition & the market

- <1% of U.S. producers sell international insurance
- Are YOU in the Top 1%?
- Wholesalers: 99% of producers are recruitable!
- Why less than 1%
  - Producers don't understand the need - or –
  - Producers know there is a need but are unaware of the solution
- Even fewer sell international employee benefits
- The market
  - 4,000,000+ American expats work abroad
  - 3<sup>rd</sup> country nationals & local nationals



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## No Boundaries

- Business is global
  - No longer just for the big companies
  - Employers: all sizes, all nations
- Free trade among countries & regions
  - 34 active trade agreements (*World Trade Organization*)
    - NAFTA (1994: North America) - CARICOM (Caribbean)
    - EFTA (Europe) - GAFTA (Arab States)
  - 22 proposed trade agreements (*World Trade Organization*)
  - International insurance sector exploding
- **Opportunities are plentiful**



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## How can I get it in this market?

- Direct Approach: International Group
  - Carve out international employees from domestic
    - International Group Health & Employee Benefits
- Indirect Approach: Key Executives & Long-term assignees
  - Short-term, frequent travel abroad
    - Executive Travel Medical Insurance
      - Low cost
      - Created specifically for group market
  - Long-term assignment
    - Individual coverage
    - Convert individual policies to group sale



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## **Indirect approach: How one thing leads to another...**

- Domestic group medical client
- Traveling Executives
  - Executive Travel Medical
    - Designed specifically for the group market
- Corporate expansion abroad
  - International Group Health
    - Carve out the new international employees from domestic employees
- Moral to the story
  - Don't ignore the small sales
  - You never know where it will lead



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## **Persistency: the bedrock of your income base**

- Domestic group medical
  - Annual renewals
  - Annual carrier shopping
  - Annual fights to keep your business
  - Decreasing commissions from the carriers
- International group medical
  - Easy renewal process
  - Groups renew year after year - your block grows and grows
  - Average Persistency: 95%
  - Why? Less competition than domestic in combination with the right international carrier that has the rates, systems & services that employers & employees desire



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## Why Market Employer-based International Health Insurance?

- U.S. market very uncertain
- Medical insurance industry under attack
- Competitor? Government health plan option?
- The future is unknown
- [www.globalbri.com/why\\_market\\_intl\\_group](http://www.globalbri.com/why_market_intl_group)





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## Employer Concerns

- Cost
  - Affordability
  - Control measures
- Comprehensive & Competitive Benefit Package
  - Attract and retain employees
  - Employee satisfaction
- Experienced International Plan Administrator
  - Adjudicating claims in multiple currencies
  - Global claims and customer service locations
  - Overcoming language barriers
  - Handling emergency medical evacuations
  - Comprehensive international medical provider network
  - Significant online capabilities for employees and plan administrator



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## Employer Concerns

- Internationally Assigned Employees
  - Carve out international employees
  - Coverage for all international employees
    - Expats
    - Third-country nationals
    - Local nationals
- Experienced International Underwriter
  - Financially stable with a solid carrier rating



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## Employee Concerns

- Costs
  - Premium
  - Out-of-pocket
- Simplicity
  - Ease of enrollment
  - Access to service
  - Understanding of plan
- Worldwide Coverage
  - Freedom of provider choice
  - Direct billing with international providers
  - Coverage for the spouse & children



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**Can I sell in countries that have national health plans?**



**YES!**



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## National Healthcare

- Why Private Medical Insurance?
  - Available Individually and through Employers
  - Majority is offered through a company arrangement
- What do the employees get out of it
  - Added comfort
  - No waiting lists
  - Employees are in control
- How does it benefit the employer
  - Less time off work for the employees
  - More economical for the company



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## **Active Markets**

- Non-governmental organizations (NGO's)
- Governments / Embassies & Consulates
- Group Adventure Tours / Resorts
- Law firms / Financial / Accounting / Banking
- Missionary & Church Groups
- Technology / Electronics
- Engineering / Oil & Gas
- Marine Groups: Cruise Lines / Captain & Crew Group
- Education / Universities / International Schools
- Construction / Manufacturing
- Security / Defense-based contractors



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The next step...

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