

NAHU
Your Medicare
Advocate in
Washington, D.C.

Rusty Rice
NAHU President, 2018-2019

What Drives the NAHU Bus

Membership

Legislation

Education



Membership – The “Why Factor”

- **What is our value Proposition**
 - **Legislative**
 - **Education**
 - **CE**
 - **New Industry Trends**
 - **Membership**
- **We will call on every member to promote NAHU**
- **Every person in our industry should be a member**



The “Why” Factor



WHAT IS THE **ANNUAL VALUE** OF NAHU MEMBERSHIP?



The “Why” Factor

Before ACA, NAHU’s main focus for many years was Medicare

Our involvement was so significant in the Medicare Modernization Act, we were invited by President Bush to be on the front row at the bill signing ceremony

NAHU was recognized for our work in educating and enrolling seniors in Medicare Part D during a West Wing Ceremony

The “Why” Factor

Medicare Successes

- » Repealed disenrollment period and restored open-enrollment period
- » Dropped Medicare Marketing Guideline 120.4.4
- » Bipartisan legislation to address COBRA as creditable coverage and end penalty
- » Bipartisan legislation to address observation status
- » Removed CMS rules to impose restrictions on Medicare Advantage and Part D choices for seniors
- » CMS withdrew Part D rules and rescinded Medicare Advantage marketing restrictions on agents
- » Extended value-based design for Medicare Advantage
- » HSAs into Medicare Modernization Act

The “Why” Factor

Medicare Successes

While ACA has taken a lot of time in recent years, NAHU is still heavily involved in Medicare related issues

Medicare

Medigap

Medicare Advantage

MY JOURNEY HERE



My background

Where I started

The Walter Haley Sales
Boot Camp experience

YA GATTA WANNA!

PLANNING THE NAHU FUTURE

Today's **battles** only
breeds today's **successes**

What lies around the next
corner?

How do we survive the
future?



PLANNING FOR THE FUTURE



PLANNING FOR THE FUTURE



YOU add Value

- YOU make a difference to your clients
- YOU understand their individual needs and can help them narrow their decisions
- YOU can help them understand the crosswalk between Social Security and Medicare
- YOU can help them Understand how working past the Medicare eligibility can affect their Medicare Options
- YOU can explain the difference between Medicare Advantage, original Medicare, Medicare Supplements, and Medicare Part D
- NAHU Can help YOU bring more value to your clients

Our Challenges

- **AHIP and Certifications every year**
- **Staying up to date with Compliant Selling**
- **Understanding all the client's options**
- **Analyzing PDP plans and networks**
- **Finding trusted resources**
- **Government regulation changes**



Our Resources

- **Presence in Washington, D.C. and a seat at the table on issues that matter to you**
- **Lobby CMS and Congress on Medicare and Medicare Agent Issues**
- **Dedicated Advisory Group to Monitor regulatory and congressional actions and to ensure we are providing resources the Medicare Agent Needs**
- **New Medicare Infographic and Brochure**
- **New Medicare Certification Course with information not found in other courses**
- **New NAHU Medicare Website**
- **Medicare Extreme**

How Can You Help?

- **Join NAHU Today**
- **Become an Active Advocate for Our Industry**

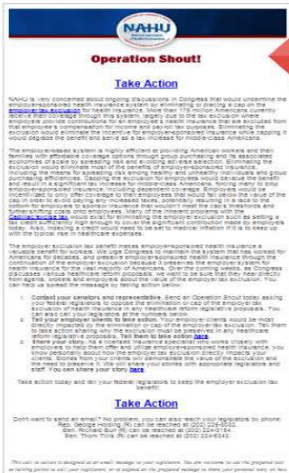
How You Can Get Involved



Join Us!

How Can You Help?

How You Can Get Involved



Operation Shout!
Take Action

NAHU is very concerned about ongoing discussions in Congress that would undermine the employer-based system that has served us so well for so long. We are asking you to help us voice our concerns to your federal representatives. We are asking you to help us voice our concerns to your federal representatives. We are asking you to help us voice our concerns to your federal representatives.

Take Action

Don't want to send an email? No problem, you can also send your message by phone. Call Sen. Richard Burr at 703.241.2424 or Sen. Thom Tillis at 703.241.2424.



Operation Shout!

Email/call your federal representatives



WASHINGTON UPDATE
November 11, 2010

ACA Prime Reporting

Joint Treatment to Business Impact of Donald Trump's Election



Stay Informed:
Read the *Washington Update* every Friday and the *NAHU Newswire* every morning



NAHU Newswire

NAHU CAPITOL CONFERENCE
February 13-15

Contribute to HUPAC:
Support legislators who fight for agents and brokers and the employer-based system



CHOOSE YOUR PATH

Don't Hit the Snooze Button

Take Control of your own destiny

Be an Active participant

And most importantly
leave here with a new charge and

A feeling that.... **“YA GATTA WANNA”**

CHOOSE YOUR PATH...on how you want to contact me

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- <http://www.linkedin.com/groups?gid=66191>