

Insurance Marketing Center

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February 2012

March Submission

Deadline Dates

- Aetna: February 10th
- American General: February 14th
- Anthem: February 13th
- CareFirst: February 8th
- *CareFirst Renewal*: February 10th
- CareFirst March 15th effective: February 27th
- Dominion Dental: February 14th
- Kaiser: February 13th
- Lincoln: February 15th
- UHC: February 13th

April Submission

Deadline Dates

- Aetna: March 13th
- American General: March 14th
- Anthem: March 12th
- CareFirst: March 7th
- *CareFirst Renewal*: March 12th
- CareFirst April 15th effective: March 29th
- Dominion Dental: March 12th
- Kaiser: March 12th
- Lincoln: March 14th
- UHC: March 12th

Visit our website for all IMC case submission & renewal deadlines!



INSURANCE MARKETING CENTER

“Marketing is Our Middle Name”

“What’s Newsletter”

Pathway to Wellness

IMC and LifeWork Strategies are teaming up to empower your groups to have healthier more productive employees.

LifeWork Strategies, a member of Adventist Health, offers three levels of support: an EAP program, a wellness program, and a combined EAP and wellness program.

What makes LifeWork Strategies unique?

1. They provide hands-on support to locally and nationally-based groups. This results in higher than average program utilization and satisfaction.
2. They offer comprehensive benefits for a lot less than

“canned” programs and provide employers with data to plan and measure initiatives year-to-year, even if the group changes carriers.

3. They have a dedicated account manager that will work with your client to tailor and execute a program to meet their specific employees’ needs.

LifeWork Strategies clients and their families have 24/7 telephone access to licensed counselors, and face-to-face support for effective problem resolution.

In addition, employees can receive assistance with financial planning, legal services,

child and elder care resources, and wellness coaching. Lunch and Learns, management training, and onsite health screenings are included to help companies create a “best place to work”.

What’s in it for you? In addition to giving you an edge in today’s marketplace, you will earn a referral bonus for each participating group.

Join us on Feb. 28th at 10 am to learn how LifeWork Strategies can show your clients the pathway to wellness. Free cholesterol screenings will be available from 9 am to 10 am.

Contact IMC to register today!

Dominion Dental: Leading the Pack

Dominion Dental is leading the way with competitive plans and rates, stellar customer satisfaction, and an ever-expanding provider network.

Dominion Dental’s diverse portfolio of DHMO and Access PPO plans will easily support the solutions your group clients are looking for.

Preventative and diagnostic services do not count toward the annual max of Access PPO plans offered in dual choice packages and PPO plans and are unlimited on DHMO plans.

Do you have employers that want to offer dental but can’t

contribute 75%? Effective immediately, they can offer 50% per employee or 25% per family and still receive employer-paid rates!

Need an off-the-shelf option that’s easy to quote? Look no further than Dominion Dental’s Choice Plans.

Perfect for groups with 5 to 400 employees, subscribers can choose between a Select DHMO and an Access PPO at the time of enrollment.

For organizations including associations, chambers of commerce and credit unions,

Dominion offers a PPO option through its online enrollment system to members living outside of the Mid-Atlantic region.

Your individual clients have the choice of three dental options: discount, Select DHMO, and Access PPO. And there’s no waiting on restorative care!

When other carriers are cutting back on commissions, Dominion Dental is offering 10% for new and renewing business!

Contact Jen Leibowitz for your next ancillary benefit strategy: jen@imctr.com or (240) 207-2714.

IMC University

Classes are held in the IMC Conference Center located at: 6101 Executive Blvd., Suite 120, Rockville, MD

Enjoy our webinars from your home or office. RSVP early. Don't miss out!

Webinar: CareFirst Payroll Integration

Feb. 7th 10 AM - 11 AM

Learn about CareFirst's pilot payroll program with PayChoice. The agenda will include a program overview, how to qualify prospects, and a demo of the PayChoice and Benefit Focus data exchange.

Class: Health Insurance 101

Feb. 9th 10 AM - 12 PM

Perfect for those who are new to health insurance, our 101 class provides a great overview of how individual and group benefits work. Send your new assistants and support staff!

Webinar: HR That Works

Feb. 14th & Mar. 6th 10 AM - 11 AM

Invite your clients to this webinar to learn how the HR That Works program can help them save money, increase productivity, and avoid lawsuits. Marketing flyer and video available - contact IMC.

Webinar: Aetna Technology Training

Feb. 16th 10 AM - 11 AM

Designed for Aetna individual producers, this webinar will demo Producer World, quoting and tracking tools, how to submit a prescreen query online, and much more!

Class: Pathway to Wellness

Feb. 28th 10 AM - 11 AM | Free Cholesterol Screening Starts at 9 AM |

Learn how LifeWork Strategies, a partner of Adventist Health, and IMC are teaming up to help your clients be healthy and save money. Contact Antoinette Zopf to schedule your cholesterol screening: antoinette@imctr.com or (240) 207-2708.

**Visit our website for a complete list of our events:
www.imctr.com**

IMC

INSURANCE MARKETING CENTER

February 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7 <i>CF Payroll</i>	8	9 <i>Insurance 101</i>	10	11
12	13	14 <i>HR</i>	15	16 <i>Aetna</i>	17	18
19	20 <i>IMC Closed</i>	21	22	23	24	25

26	27	28	29			
		<i>Wellness</i>				

March 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6 <i>HR</i>	7	8	9	10
11	12	13 <i>EN</i>	14	15 <i>IMG</i>	16	17
18	19	20 <i>Healthy Blue - Grp.</i>	21	22	23	24
25	26	27 <i>AIG</i>	28	29 <i>Healthy Blue - Ind.</i>	30	31