

Medical Marketing

Content provided by the Large Group and Small Group Medical Marketing teams.

June 2024

1/1/25 Medical Marketing Timeline

Number of Lives	Submission Month	Claims for Initial Quotes
1000+	July	6 months
500-999	August 1-15	7 months
300-499	August 16-31	7 or 8 months
0-300	September	8 months

Note: We understand that there are exceptions. Reach out to your marketer if you have a request outside of these guidelines. Marketing assignments will be available in June for the 1000+ groups and July for all others.

Self-Funded:

This is a BIG ONE in the world of gene therapy!

Sun Life has a very comprehensive enhanced Gene Therapy offering, with effective dates on or after 7/1/24.

- Client requirements: No New Laser coverage purchased.
- Sun Life will not place lasers for the cost of gene therapies for NEW policies and upon renewal.
- Sun Life will also remove any gene therapy claims from the experience.
- Sun Life will guarantee a renewal.

Symetra updates. Key points include:

- Symetra will remove any gene therapy claims from the experience come renewal.
- Maternity CARE Program: \$5,000 step-down deductible for covered maternity services if participating in the program.
- Ongoing Condition CARE program, any individual that receives treatment for Coronary Artery Disease, Chronic Obstructive Pulmonary Disease, or Heart Failure, and such member participates in the program, will receive a step-down deductible.

[Additional Details >](#)

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ICHRA Updates:

Gravie will be the preferred ICHRA vendor for all quotes on a go-forward basis as we near the 1/1-season.

Why is Gravie the preferred ICHRA vendor?

Gravie has been working with the exchange & marketplace longer than most in the industry: even before the Trump Administration established the concept of ICHRA in 2020.

Gravie offers best-in-class from quoting to implementation and ongoing support. They provide white-glove service for employees going through open enrollment and have a top-notch strategic implementation. Plus! They are a level-funded & self-funded TPA: this provides more insight that many other ICHRA vendors lack.



[See more on page 2.](#)

How do I know when an ICHRA makes sense?

Easy! We've created some great resources to help!

- Coverage Toolkit: Use the ICHRA analysis portion of the coverage toolkit to determine whether ICHRA may make sense for your group.
- 3C's: If consumption is significantly higher than the benchmark, potential opportunity for an ICHRA if it is in a geographic area where ICHRA's competitive.
- View a recent training on ICHRAs (*Start at minute marker 30:00*):

[Watch Now >](#)

More questions? Reach out to:

- Daniel Feldhake (Dubuque & Chicago: Large Group)
- Rachel Amundson (Wisconsin: Large & Small Group)
- SBU / Tammy McClain (Dubuque & Chicago: Small group)

[Additional Resources >](#)

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Keep an eye out for more updates coming soon!

Fully Insured Medical:

Aetna recently had a broker series webinar on Demystifying Ratings: A Guide to Understanding Experience Rating. They go into detail on the components that go into underwriting: it might be surface level for some, but worth the watch for any newer teammates!

[Watch Now >](#)



Kevin's Monthly Dad Joke

Now that spring is here, Melissa and I are starting to get our garden ready. We think someone is messing with us by adding soil to our garden.... the plot thickens.

Upcoming Dates & Events

The following carrier/vendor meeting(s) are scheduled over the next month. Please share any feedback you'd like us to discuss with these carriers/administrators prior to the below meeting dates.

BCBS of IL Presentation:

BCBS of IL is presenting (in person and virtual) their annual update meeting on June 12th. Invites were sent previously. This will be for groups 51+. Agenda below:

- Ancillary updates. *That's right, we have the ancillary team going first!!*
- Network Options/Solutions
- PEAQ: Provider Efficiency, Appropriateness and Quality (tied into Networks from above)
- Gene Therapy Solution for 2025. BCBS of IL is very excited for this section.
- Metabolic Health Management & EAP program.
- HMO Illinois and Blue Advantage Refresh (with renewed pricing that makes the HMO very competitive).
- VBC (Value Based Care)
- Rx Updates

TPA Virtual Presentations:

Invitations have been sent.

- BRMS: 5/29 | 10AM-11:15AM
- Meritain: 6/5 | *Invites coming soon.*
- UMR: 6/17 | 10AM-11:30AM

Please let Kevin know if you would like to attend presentations.