

MutualFOCUS

MUTUAL OF OMAHA INSURANCE COMPANY | SENIOR HEALTH SOLUTIONS | ISSUE No. 11

TOP 10

THE BEST OF 2024

A Year Filled with Innovation and Enhancements

Throughout 2024, Mutual of Omaha rolled out enhancements and innovative tools to bolster and streamline your sales efforts. Looking back on these advancements, we've compiled the top 10 resources that have the potential to help you build your business and better serve your clients. If there are any you haven't put to work for you yet, be sure to add them at the top of your New Year's resolutions for 2025!

1

e-App Storefront Enhancements

The updated e-App removes guesswork with straightforward, up-to-date forms that are easy to fill out. This makes cross-selling Medicare supplement and dental easy with one signature. Need a hard copy or a downloadable file of your applications? The e-App Storefront has you covered.

2

Quick and Efficient Underwriting Automation

Underwriting rules are now automatically applied, simplifying the approval process. Our underwriting automation continues to ensure that over 70% of Medicare supplement applications are processed in just two minutes or less. Also, we do not require medications on our applications, making your job easier.



3

Personalized URLs (PURLs) Introduced

PURLs offer clients access to a dedicated e-App, simplifying the signup process and ensuring you receive prompt credit for the sale, without the need for in-person visits.

Access to PURLs is available through the e-App storefront. Once you have your PURL, your consumer-facing e-App links can be conveniently included in personalized prospecting pieces provided by Senior Health Solutions brokerage at no cost to you.



5

Top Notch Rewards

Earn marketing credits for the Medicare supplement and dental business you place with us from Aug. 1, 2024, to July 31, 2025. These credits can be used to pay for a wide range of resources to help build your business. Plus, for the remainder of the year, once you achieve a minimum of five issued Medicare supplement apps in a month, you'll start earning an enhanced cash bonus of \$200 through our Broker Bonus program.



7

Social Media Hub

Our new Social Media Hub allows you to easily access, customize, and share compliant content, boosting your online presence without the hassle.

Located in the Medicare Solutions Sales Tools section of Sales Professional Access, the Social Media Hub houses a variety of ready-to-use, continually updated posts.

And speaking of social media, we also launched new LinkedIn and Facebook user groups in 2024. If you haven't joined them yet, be sure to get out there and sign up.



4

Competitive Rates in Both PPO Dental Plans and Medicare Supplement Plans G and N

Our updated dental and Medicare supplement plans offer competitive rates with immediate benefits, designed to be both client-friendly and easy to sell.



6

World-Class Incentive Trip

Your sales could earn you the trip of a lifetime! Congratulations if you're among our 2024 qualifiers who earned a trip to Dublin, Ireland. You're in for an unforgettable adventure as you discover all the charm of the Emerald Isle. As you consider your sales goals for 2025, you'll want to set your sights on qualifying for our 2026 trip to Rome, Italy. We hope to see you there!



8

Advanced Policy Management Tool

Manage your policies more efficiently with instant access to in-force policies, detailed PDFs of policy documents and a quick stats feature for an overview of active policies.

Additionally, it offers a user-friendly interface and a host of features that enhance the efficiency of managing client policies. Plus, the tool allows you to view, download or print a client's Medicare card.



Senior Health Monthly Podcast

The Senior Health Podcast offers an exclusive glimpse behind the scenes at Mutual of Omaha, featuring interviews with key decision-makers who shape our services and policies. If you've missed out on any episodes, don't worry! You can easily catch up, as all past episodes are now available on SPA.

To find the podcasts, go to "Sales and Training Tools" on SPA, select "Sales Tools" then choose "Med Solutions."



Mutual of Omaha's *Wild Kingdom* *Protecting the Wild Season 2*

The Emmy® nominated series returns with Season Two, bringing even wilder adventures directly to you and your clients. Join Co-Hosts Peter Gros and Dr. Rae Wynn-Grant as they travel the globe to share stories of amazing wildlife conservation efforts.

If you found these tools helpful in 2024, you can be sure they're just the beginning. We're always looking for new and innovative ways to help you grow your business. We can't wait to roll out more exciting opportunities in 2025!

Happy New Year from all of us at Mutual of Omaha.
We look forward to partnering with you in 2025!

