



2020 Virtual Benefits Forum
& Medicare Summit

Opportunity Knocks

Medicare MSA Plans – HSA for Medicare?

Greg O'Brien
Managing Principal



Greg O'Brien

- Live in Atlanta, GA
- Opened Southeast Office for Ritter IM - 2011
- Founded Medicare Caddy, LLC Agency - 2017
- Covid-19 Survivor 😊
- Love Answering Questions about MSA Plans



Forward Thinking for Success

A good **Medicare insurance agent** plays where the puck is. A great **Medicare insurance agent** plays where the puck is going to be.

Maybe Wayne Gretzky?



Consumerism Impacting Healthcare



Federal Government Premise on *Consumerism*

- 1) Make consumers more accountable for the cost of their healthcare
- 2) They will become more responsible healthcare consumers
- 3) Overall federal government healthcare **costs will be less.**
- 4) Promote competition & choice in healthcare.



U.S. Department of
Health and Human
Services



Consumerism

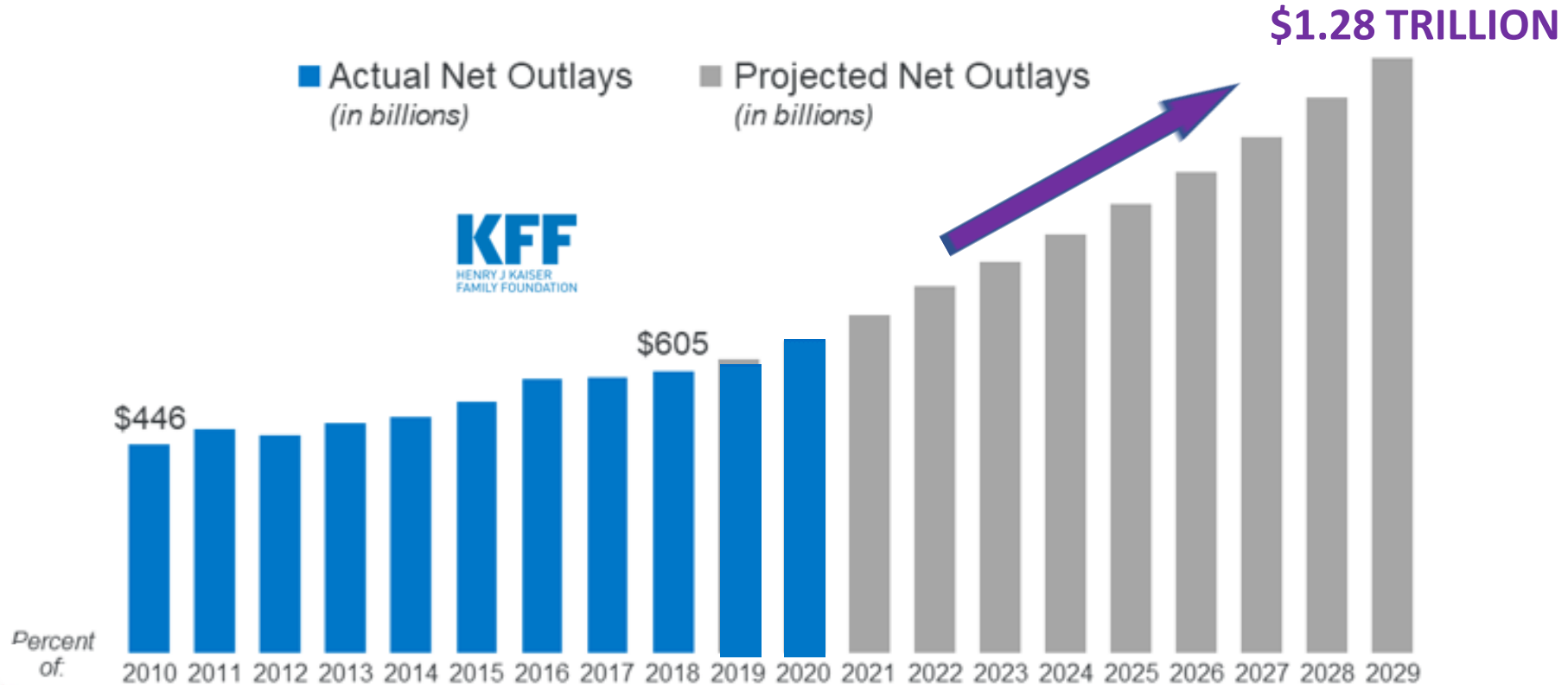
Choice & Competition



U.S. Department of
Health and Human
Services



Projected Medicare Spending



Consumerism 101

High-Deductible Health Plan

+

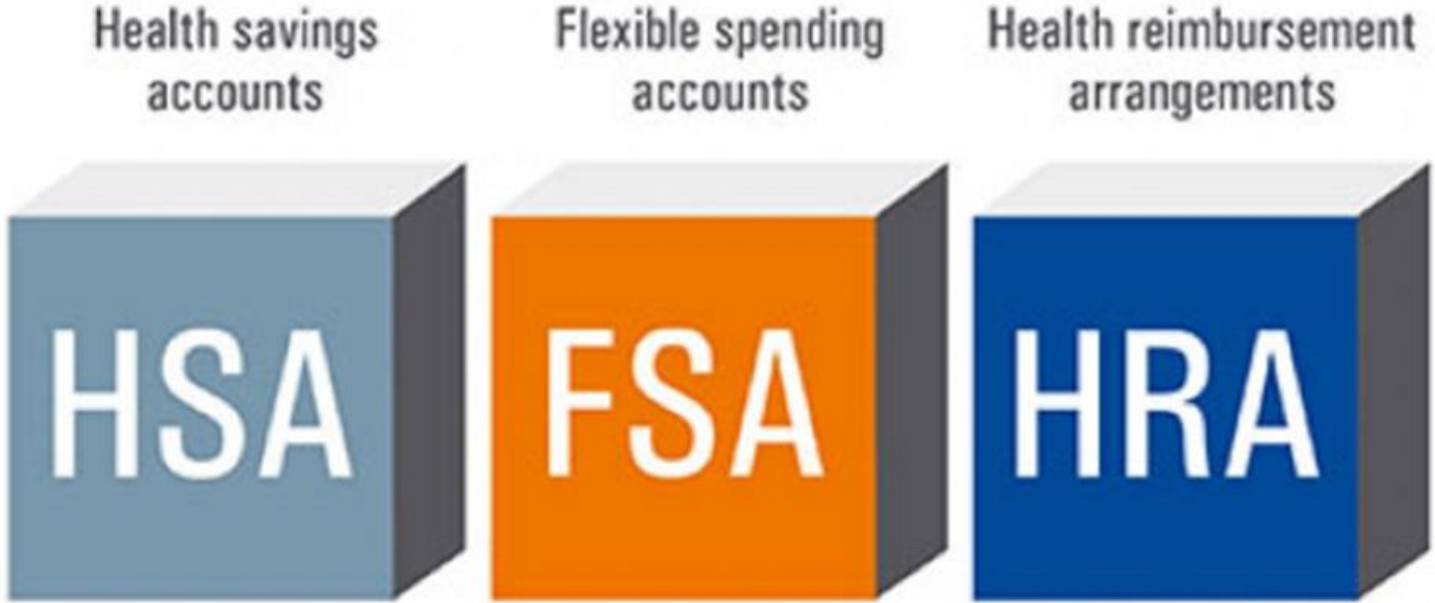
Tax Advantaged Savings Account

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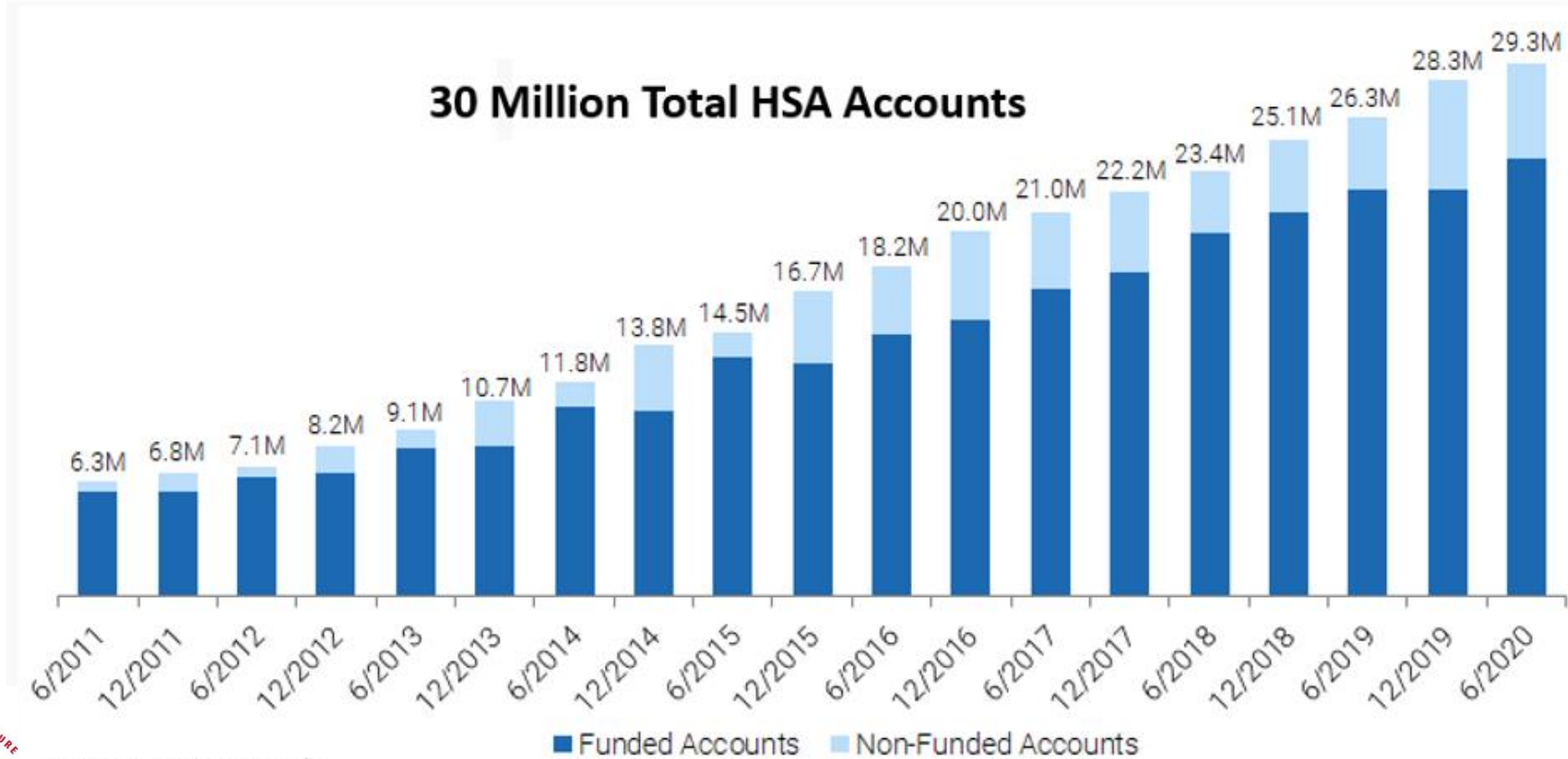
Consumer-Directed Health Plan



Employer Driven – Consumer Directed



Growth of Health Savings Accounts (HSAs)

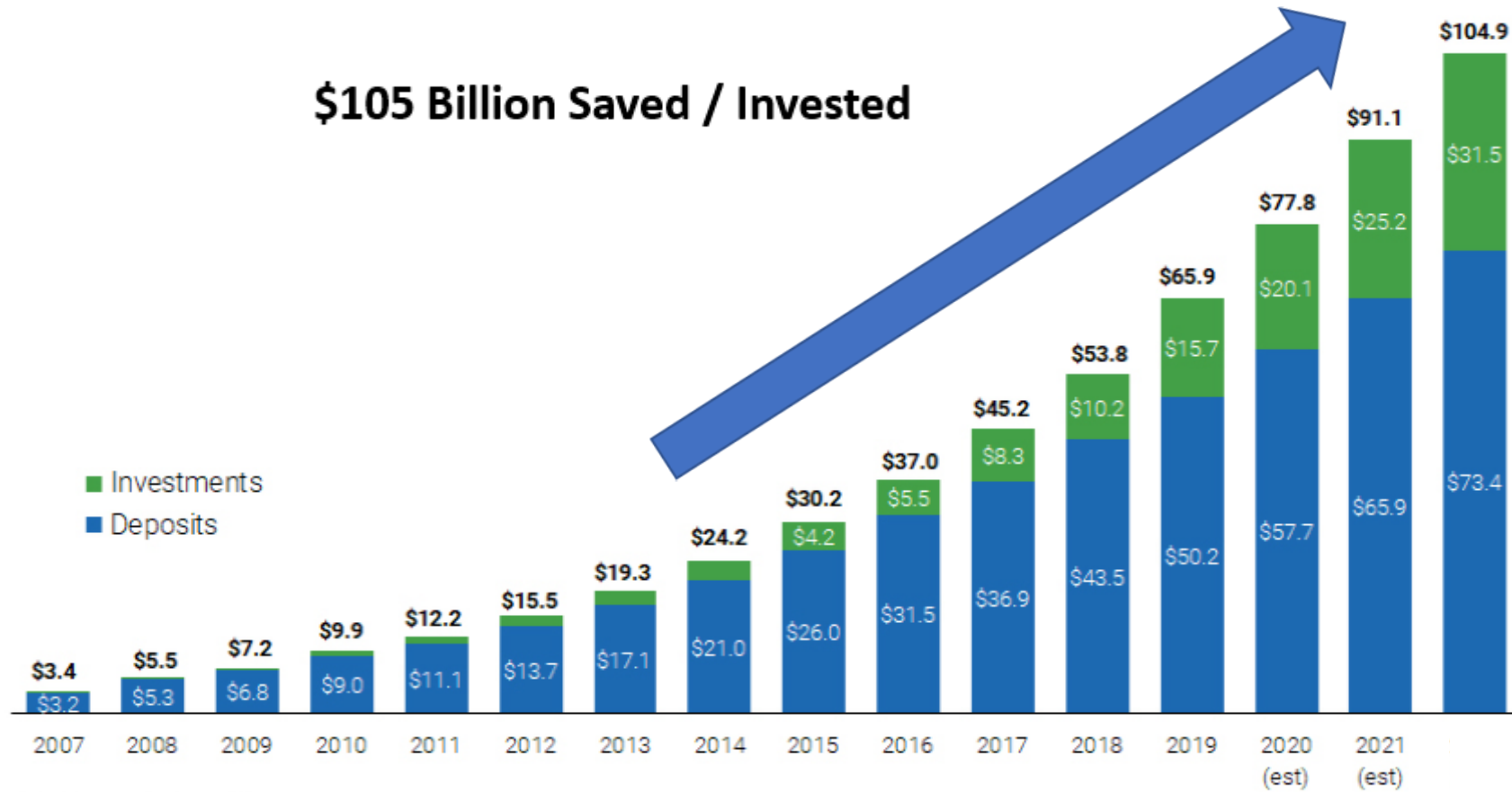


Source: Devenir Research



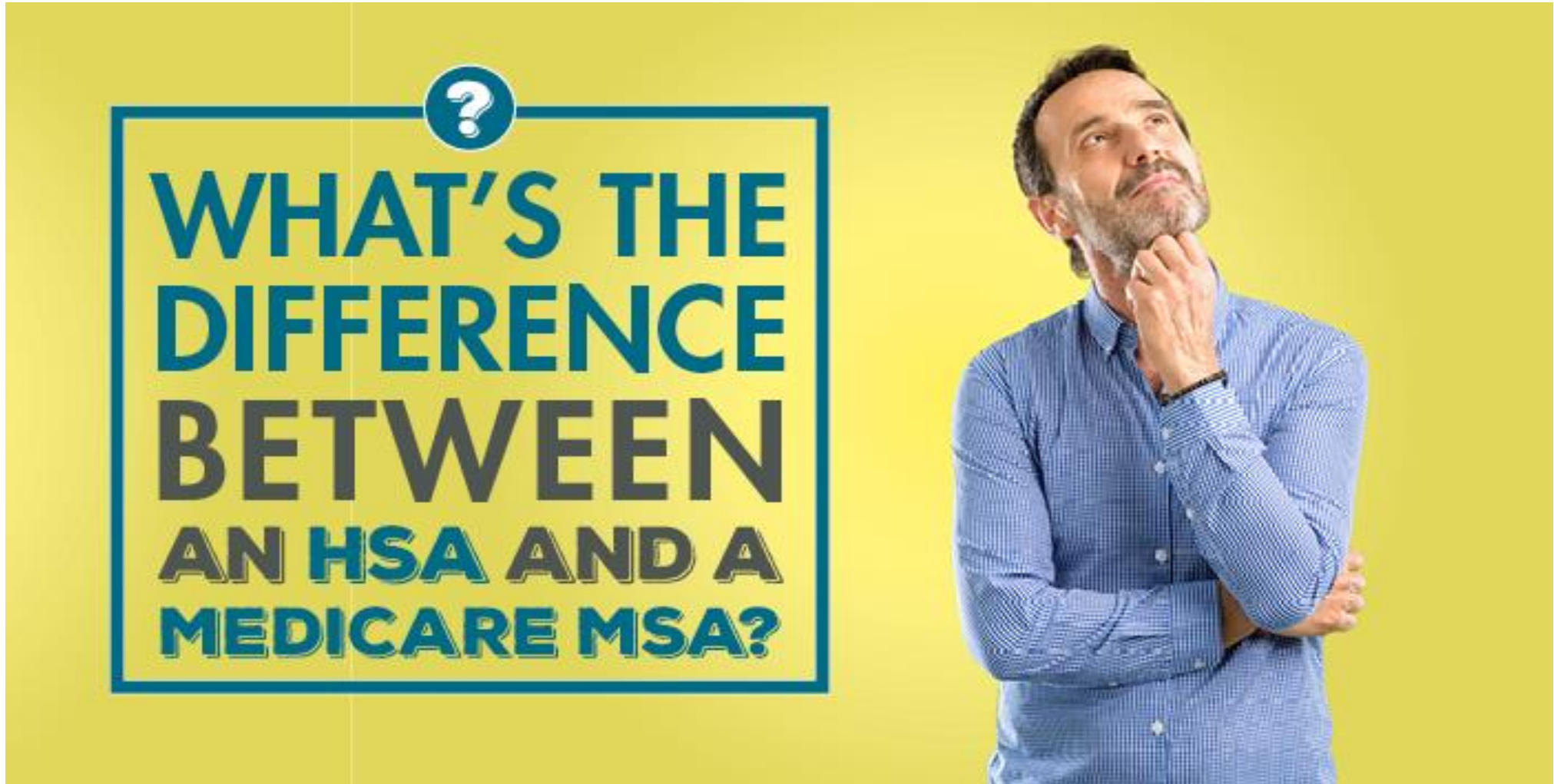
Growth of HSA Savings

\$105 Billion Saved / Invested



Source: Devenir Research

Medicare MSA Plans – HSA for Medicare?



HSA vs. Medicare MSA

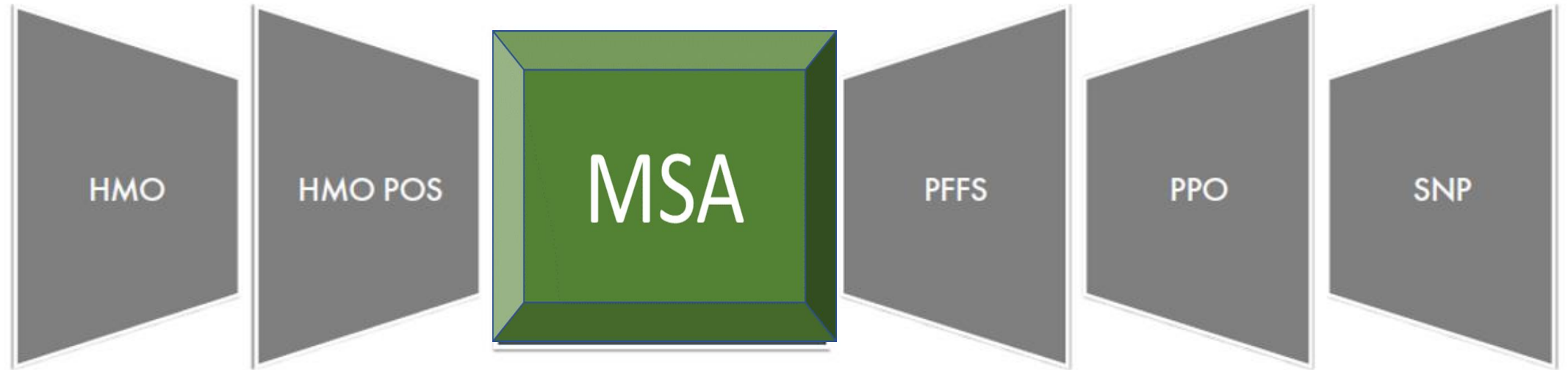
Enrollment in ANY part of Medicare means you are no longer eligible for tax-advantaged savings for future healthcare expenses.

MSA plans offer Medicare eligibles the opportunity to continue tax-free saving today for tomorrow's medical expenses



WHAT IS AN MSA?

MSAs are one type of Medicare Advantage Plan

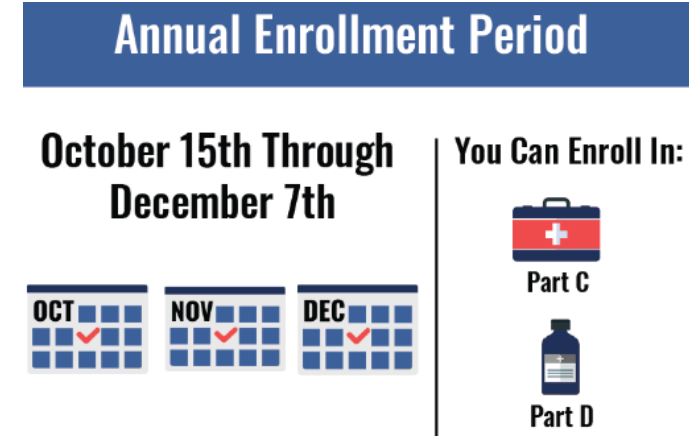


TWO TIMES TO ENROLL IN MEDICARE MSA

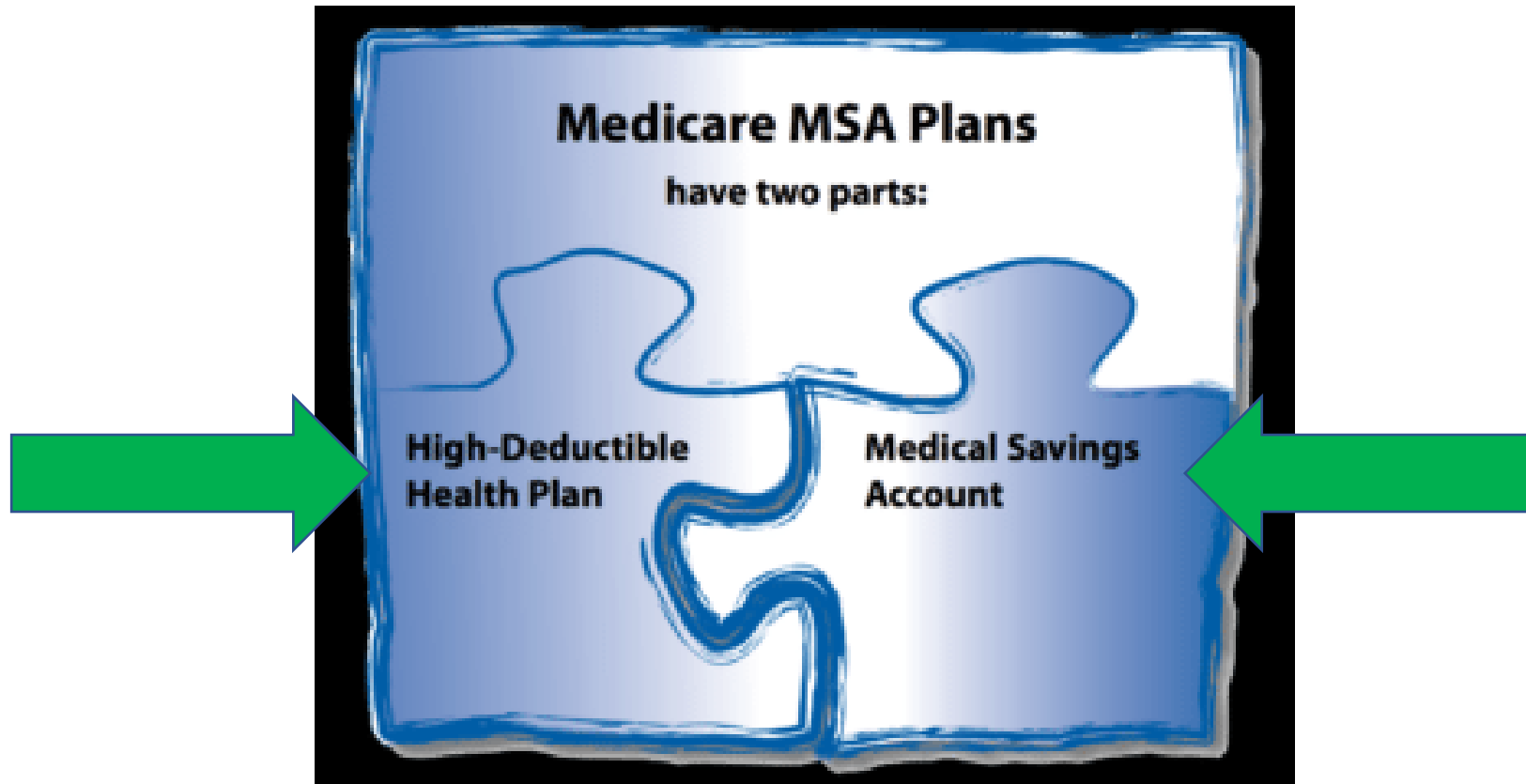
1. Initial Coverage Election Period (ICEP)



2. Annual Enrollment Period (AEP)



Medicare Medical Savings Accounts (MSA)



5 Primary Components of Medicare MSA

- ✓ CMS Funds Annual Deposit to your **Custodial Account**
- ✓ \$0 Monthly premium (by law)
- ✓ No network restrictions (by law)
- ✓ Only Pay *Medicare Allowed Amounts* (by law)
- ✓ 100% Medicare Coverage after Annual Deductible met



Introducing Lasso Healthcare MSA

- HQ in Harrisburg, PA;
- www.lassohealthcare.com



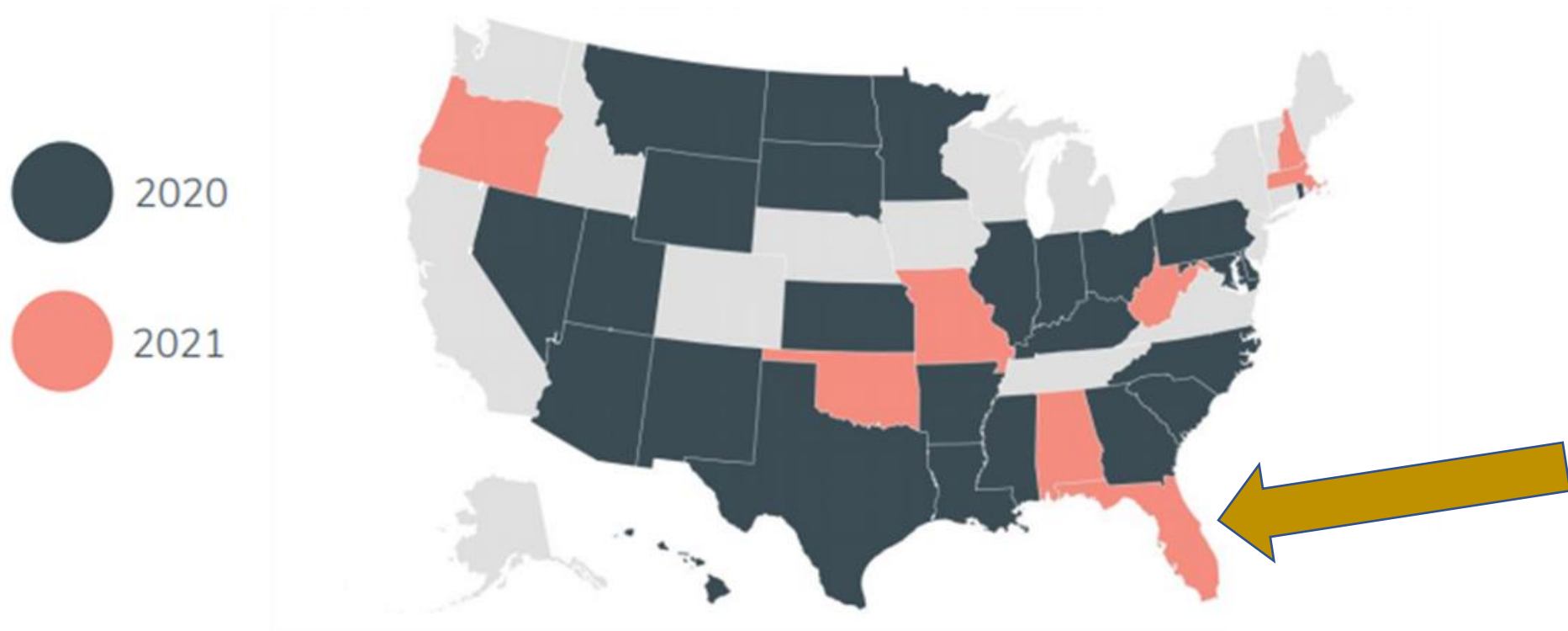
In 2019 - 17 states

In 2020 - 26 states + Wash DC

In 2021 - 34 states + Wash DC



Expanding the Lasso MSA Landscape



Lasso MSA for 2021

- Simplified Benefits Structure
- Every County in ALL 34 states is now **ONE REGION!**
- **Two Plan Designs**
- **Rounded dollar amounts** for easier explaining



Lasso MSA Plan Designs for 2021

\$2k/\$5k

OR

\$3k/\$8k

Lower risk option

GROWTH MSA

Deposit	\$2,000
Deductible	\$5,000
Member Responsibility	\$3,000

Higher upside option

GROWTH PLUS MSA

Deposit	\$3,000
Deductible	\$8,000
Member Responsibility	\$5,000

WHO CHOOSES A LASSO MEDICARE MSA?

- ✓ “Pursuit of Wellness” *Medicare Eligibles*
- ✓ Embrace “Consumer-Directed” Healthcare Concept
- ✓ Ability to Choose Doctors / Hospitals / Providers
- ✓ Understand the **financial risk** with a high-deductible plan



WHO CAN'T HAVE LASSO MEDICARE MSA?

- ✓ Live outside of Lasso Service Area (34 States & DC)
- ✓ Don't live in USA for at least 183 days in calendar year
- ✓ Have other health coverage that pays Parts A & B Expenses i.e. employer or union group, TRICARE, the VA or FEHBP
- ✓ Anyone eligible for Medicaid
- ✓ Anyone receiving Hospice Benefits



Clinical Access with Lasso MSA



- No Network Restrictions
- See Any **Willing** Medicare Participating Provider
- See Any Willing Non-Participating Provider, but Pay Excess Charges
- AVOID “Opt-Out” Medicare Providers

WHY PEOPLE CHOOSE MEDICARE MSA?

- ✓ Build Savings of Tax-Free Money from Medicare
- ✓ \$0 Monthly Premium
- ✓ No Network Restrictions
- ✓ **Only pay Medicare Approved Pricing**
- ✓ Choose from Available Stand-Alone PDPs
- ✓ **Medigap Plan F/G Premiums Getting Expensive**



WHY AGENTS SHOULD SELL MSA Plans?

- ✓ **Lifetime Commission\$** Paid Like All MAPDs
- ✓ Simple **Online Enrollment Process**
- ✓ Leads and Clients Will be Hearing About MSA Plans
- ✓ Use as Tool to **Educate Financial Advisors, CPAs**
- ✓ **Educate Employers** about Attractive Option for Medicare Eligibles
- ✓ Get Additional PDP **Commission\$**



HOW AGENTS SHOULD SELL MSA's?

1. Inform & educate existing clients about changes in Medicare
2. Discuss impact of consumerism in healthcare & Medicare
3. Share Lasso MSA information with Financial Advisors & CPAs
4. Find prospects & clients with high Medigap premiums
5. Find prospects with existing HSA account balances
6. Position MSA funds as a “Benefits Bank” for healthcare needs
7. Be able to “explain the math”!

EXPLAIN THE MATH – Fixed Costs

Medicare Caddy Optimization Analysis - FIXED COSTS					
2020 PRELIMINARY Review of Medicare Costs					
Option 1		Option 2		Option 3	
Medigap + Rx		MAPD		Medicare MSA	
Part A (Hospital)	\$0	Part A (Hospital)	\$0	Part A (Hospital)	\$0
Part B (Medical)	\$144.60	Part B (Medical)	\$144.60	Part B (Medical)	\$144.60
Part D Premium	\$13.20	Part D Premium	\$0.00	Part D Premium	\$13.20
Part B IRMAA (2018)	\$50.70	Part B IRMAA (2018)	\$50.70	Part B IRMAA (2018)	\$50.70
Part D IRMAA	\$12.20	Part D IRMAA	\$12.20	Part D IRMAA	\$12.20
Medicare Advantage	N/A	Medicare Advantage	\$33.00	Medicare Advantage	-\$166.67
Medigap Plan G Premium	\$125.00	Medigap Plan G Premium	N/A	Medigap Plan G Premium	N/A
Monthly Totals	\$ 345.70	Monthly Totals	\$ 240.50	Monthly Totals	\$ 54.03

EXPLAIN THE MATH – LOW Utilization

Medicare Caddy Optimization Analysis - LOW					
2020 PRELIMINARY Review of Medicare Costs					
Option 1		Option 2		Option 3	
Medigap + Rx		Medicare Advantage		Medicare MSA	
Monthly Totals	\$ 345.70	Monthly Totals	\$ 240.50	Monthly Totals	\$ 54.03
You pay:		You pay:		You pay:	
Only Part B Deductible		Copays & Coinsurance As Needed		100% Medicare Approved Amounts	
Part B Deductible	\$198	Part B Deductible	N/A	Part B Deductible	N/A
Projected Utilization	\$198	Projected Utilization	\$500	Projected Utilization	\$1,000
Annual Premiums	\$4,148	Annual Premiums	\$2,886	Annual Premiums	\$648
Projected Annual	\$4,346	Projected Annual	\$3,386	Projected Annual	\$1,648



MEDIUM Utilization

Medicare Caddy Optimization Analysis - MEDIUM					
2020 PRELIMINARY Review of Medicare Costs					
Option 1		Option 2		Option 3	
Medigap + Rx		Medicare Advantage		Medicare MSA	
Monthly Totals	\$ 345.70	Monthly Totals	\$ 240.50	Monthly Totals	\$ 54.03
You pay:		You pay:		You pay:	
Only Part B Deductible		Copays & Coinsurance As Needed		100% Medicare Approved Amounts	
Part B Deductible	\$198	Part B Deductible	N/A	Part B Deductible	N/A
Projected Utilization	\$198	Projected Utilization	\$1,500	Projected Utilization	\$2,250
Annual Premiums	\$4,148	Annual Premiums	\$2,886	Annual Premiums	\$648
Projected Annual	\$4,346	Projected Annual	\$4,386	Projected Annual	\$2,898



HIGH Utilization

Medicare Caddy Optimization Analysis - HIGH					
2020 PRELIMINARY Review of Medicare Costs					
Option 1		Option 2		Option 3	
Medigap + Rx		Medicare Advantage		Medicare MSA	
Monthly Totals	\$ 345.70	Monthly Totals	\$ 240.50	Monthly Totals	\$ 54.03
You pay:		You pay:		You pay:	
Only Part B Deductible		Copays & Coinsurance As Needed		100% Medicare Approved Amounts	
Part B Deductible	\$198	Part B Deductible	N/A	Part B Deductible	N/A
Projected Utilization	\$198	Projected Utilization	\$2,500	Projected Utilization	\$3,500
Annual Premiums	\$4,148	Annual Premiums	\$2,886	Annual Premiums	\$648
Projected Annual	\$4,346	Projected Annual	\$5,386	Projected Annual	\$4,148



MAXIMUM Utilization

Medicare Caddy Optimization Analysis - MAXIMUM					
2020 PRELIMINARY Review of Medicare Costs					
Option 1		Option 2		Option 3	
Medigap + Rx		Medicare Advantage		Medicare MSA	
Monthly Totals	\$ 345.70	Monthly Totals	\$ 240.50	Monthly Totals	\$ 54.03
You pay:		You pay:		You pay:	
Only Part B Deductible		Copays & Coinsurance As Needed		100% Medicare Approved Amounts	
Part B Deductible	\$198	Part B Deductible	N/A	Part B Deductible	N/A
Projected Utilization	\$198	Projected Utilization	\$6,700	Projected Utilization	\$5,000
Annual Premiums	\$4,148	Annual Premiums	\$2,886	Annual Premiums	\$648
Projected Annual	\$4,346	Projected Annual	\$9,586	Projected Annual	\$5,648



SUMMARY: MEDICARE MSA PLANS

- A unique Medicare Advantage plan
- Enroll During AEP or ICEP
- Annual Deposit in *YOUR* MSA Account that *YOU* Control
- Pay for Qualified Medical Expenses;
- **Keep What You Don't Use!**
- Financially Attractive with Low to Moderate Utilization

SUMMARY #2: MEDICARE MSA PLANS

- \$0 Monthly Premium
- No Network Restrictions – Any **Willing** Medicare Provider
- Only Pay Medicare Allowed Amount
- Catastrophic Coverage via Annual Deductible Limits
- Choose “Best” of Stand-Alone PDPs



Medicare MSA Plans

A WIN – WIN – WIN Scenario



- **WIN for Medicare Eligibles:** Save Today for Future Needs
- **WIN for Federal Government:** Flatten Medicare Spending Curve
- **WIN for Medicare Agents:** Lifetime MA & PDP Commissions
- **WIN for Medicare Agents:** *“Go where the puck is going to be”*





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