

Reden & Anders

an **INGENIX**.company

Sales and Marketing Consulting Services

Whether you are entering a new market, or seeking to optimize the success of your current individual or small group health insurance products, Reden & Anders' Sales and Marketing team offers a wealth of knowledge and experience to help ensure your success.

The Sales and Marketing team believes in developing long-term client relationships to understand your business objectives, strategies and operations. From this information, we can assist with assessment and development of the infrastructure and distribution models needed to accomplish your goals. We have experience working with regional and national carriers and health plans, and are committed to helping our clients meet and exceed enrollment, revenue and profit targets.

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The Reden & Anders Sales and Marketing Team Has Practical Experience with:

- **Senior Medical / Prescription Drug plans**
 - Individual Medigap
 - Individual MA, MA-PD, PDP
 - Group retiree
- **Commercial Individual Medical (Under Age 65)**
- **Small Group Employee Benefit Programs**

Reden & Anders Can Provide Initial Start Up and Market Expansion Solutions for:



STRATEGIC AND BUSINESS PLANNING

Sales / Enrollment / Revenue Growth

- Evaluation of Acquisition Cost
- Review Product Mix
- Assess Competitive Position in Market
- Business Retention Analysis
- Product Feasibility Assessment
- Sales and Marketing Strategies

DISTRIBUTION ASSESSMENT / IMPLEMENTATION

Assessment of Existing Marketing Distribution Channels

Mediation and Negotiation with Distributors

- Contracts
- Compensation
- Commissions
- Incentives

Evaluation, Selection and Recruitment of Internal and External (Agent/Broker) Sales and Marketing Staff

COMPLIANCE AND OVERSIGHT

Marketing of MA and PDP Programs

Training Programs - Product and Compliance

- Internal Sales
- External Sales
- Association Programs
- Independent Agent / Broker Distribution

OPERATIONS AND BUSINESS IMPROVEMENT (SALES OPS)

- Gap Analysis – Internal Development versus Outsourcing
- Vendor Assessment
- Backroom Infrastructure and Workflow Analysis
- Development of Performance Metrics Reporting
- Strategic Alliance Development
- Evaluation and Development of Marketing and Sales Collateral