

America's Healthcare Choices Depend on Agents and Brokers

The National Association of Benefits and Insurance Professionals' (NABIP) licensed health insurance agents and brokers provide an essential service to Americans. NABIP members serve the health insurance needs of businesses, families, and individuals, helping consumers balance the desire for comprehensive coverage with the realities of rising medical costs.

NABIP members protect the voices of consumers – ensuring Americans get access to the quality care they deserve.

Representing more than **100,000 agents and brokers** nationwide across **150+ state and local chapters**, NABIP members are part of the fabric of our nation's communities – serving as the trusted advisors Americans depend on. In fact, agents and brokers have a **92 percent approval rating** when helping healthcare consumers.

Here's how NABIP Agents and Brokers Make a Difference in Maine

In the Words of Medicare Beneficiaries

Navigating the Complexity of Medicare: Support in Selecting the Right Plan

“My first time getting coverage, my agent took the time to explain and helped select the best option for me, so glad I found her.”

“My agent helped my daughter navigate my care from hospital, nursing home to home after my stroke. He provided expertise on what to say and to whom each step in the process, not to mention, how to handle billing errors to their speedy resolution, which ended up saving me thousands of dollars.”

“I have been helped multiple times to sign up for health care coverage by my agent. The complicated rules and qualifications are like reading Greek to me - and she helped my navigate and advise me to make informed choices. She helped me when I turned 65 to sign up for Medicare and was especially helpful because she knows our local medical system, hospitals, doctors. It would have been painful and challenging without her.”

In the Words of Agents and Brokers

Impact on Medicare Clients

“A client with Medicare and Medicaid was placed in a plan that didn’t cover all her prescriptions because the enrolling agent failed to review her needs. After hours of reviewing her providers and medications, she felt empowered and satisfied with her new plan.”

Financial Impact on Agents









“The removal of commissions for some plans, like Wellcare’s Part D, significantly impacts agents’ ability to support clients. For some small agencies, this loss amounts to tens of thousands of dollars annually, forcing staff layoffs or reduced client services.”

Challenges with Medicare Marketing, Rules, and Systemic Issues: Insights and Suggestions

“Bilingual agents often work with older, non-English-speaking clients who face challenges with technology and are suspicious of remote interactions. These clients prefer one-on-one relationships and greatly value agents who can meet them where they are.”

NABIP Members:

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-  Are highly trained, licensed professionals with required continuing education
 -  Navigate confusing and complex healthcare choices for Americans
 -  Fight for access, care and coverage for consumers
 -  Help people avoid costly mistakes when purchasing and accessing care
 -  Select plan based on the consumer's need
 -  Provide peace of mind for consumers
 -  Act as an essential voice for Americans

For more voices of consumers and other testimonials, visit www.brokersmakingadifference.org

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