



# INSIGHT

2022

**N** NEISHLOSS &  
FLEMING, LLC

AN INTEGRITY COMPANY



# AGENDA



## State of the Union

What global trends are affecting the 2022 Medicare Advantage marketplace? What can we learn from last year's AEP? Learn the answers in this year's keynote address.



## Quest to Success

The only thing better than playing a game is being in the game! Our Service Team takes you on a trip into a video game to illustrate the amazing things they offer Agents each and every day.



## Level Up: Pittsburgh

What does the AEP have in store for Pittsburgh? What carriers look hot for 2022? Robb shares the detail and his perspective on MA in Pittsburgh for 2022.



## Level Up: Philadelphia

What does the AEP have in store for Philadelphia? What carriers look hot for 2022? Kristen shares the detail and her perspective on MA in Philadelphia for 2022.



## Level Up: Cleveland

What does the AEP have in store for Cleveland? What carriers look hot for 2022? Chris shares the detail and his perspective on MA in Cleveland for 2022.



## Virtual Leads

Looking to try something other than Direct Mail this AEP? Josh walks through the keys to effectively working and closing Digital leads for Medicare sales.



## **Cheat Codes for your Marketing Collateral**

In 2021, Agents must do more than generate leads. They must a brand for themselves. Three experts weigh in on how to accomplish this using Printed Pieces, Social Media, and YouTube.

### **Keys to a Good Marketing Piece**

Anyone can send out mail to consumers hoping for a response. But remember...Hope is not a strategy! Cat delves into the key elements of a marketing piece that drive actionable returns.

### **Using Video to Stay Competitive in a Digital World**

It doesn't take a huge budget to work video into your Lead Generation model. Ryan shows agents the exact steps needed to start deploying high quality YouTube video with little investment.

### **Establishing Your Online Presence**

Social Media is more than just a place to view Cat Memes. It's a place to connect with current and future clients! Bethany goes through the basics of establishing a business presense on Social Media.



## **Power Up your Sales Process**

AEP is more than just conventional MAPD. Three of N&F's sales leaders chime in on how to integrate DSNP, Ancillary Products, and ACA to maximize all of your 4th quarter opportunities.

### **DSNP During AEP**

DSNP season doesn't end in September...it's 12 months a year! Chris explains the how and why of DSNP during the AEP, and how to use it to dramatically increase your 4th quarter sales.

### **Know your U65 Options**

4th quarter isn't just for Seniors anymore! Bill discusses the options available to agents in the ACA space, and how to know what products to sell and why.

### **Using Ancillary Products for Lead Generation**

Don't be a One and Done agent! The best in the business look for opportunities to Cross Sell in each appointment. Jessica gives agents a quick summary on how to build their lead budget through cross selling.



## **N&F Tools and Resources**

Cydnie and Shalicia give their perspectives on the incredible Business Building assets availalble to agents who work with Neishloss & Fleming in the Medicare market.



## **MedicareCENTER**

There's no more important tool in an Agent's toolbox than MedicareCENTER. Jill talks through the impressive changes coming to your essential Online Enrollment tool.



## **Building & Maintaining your Client Pipeline**

What good are leads if you can't close them? What happens when you have no leads to close? Robb shares expertise on keep your Client Pipeline steady with prospects and sales.



## **Integrity Partner Roundtable**

What's the only thing better than 1 expert? 4 EXPERTS! Bill is joined by 3 fellow Integrity partners to discuss this upcoming AEP,



## **Bryan Adams**

The CEO of Integrity Marketing Group closes the conference with some inspiring words on the upcoming AEP.



## **Level Up: Atlanta**

What does the AEP have in store for Atlanta? What carriers look hot for 2022? Shalicia shares the detail and her perspective on MA in Atlanta for 2022.



## **Level Up: Central Pennsylvania**

What does the AEP have in store for Central Pennsylvania? What carriers look hot for 2022? Kristen shares the detail and her perspective on MA in Central PA for 2022.



## **Level Up: Charlotte**

What does the AEP have in store for Charlotte? What carriers look hot for 2022? Shalicia shares the detail and her perspective on MA in Charlotte for 2022.



## **Additional Markets**

### **Level Up: Nashville**

What does the AEP have in store for Nashville? What carriers look hot for 2022? Cynie shares the detail and her perspective on MA in Nashville for 2022.

### **Level Up: Indianapolis**

What does the AEP have in store for Indianapolis? What carriers look hot for 2022? Cydnie shares the detail and her perspective on MA in Indianapolis for 2022.

### **Level Up: Hartford**

What does the AEP have in store for Hartford? What carriers look hot for 2022? Josh shares the detail and his perspective on MA in Hartford for 2022.