How to host a broker webinar featuring GeoBlue®

**Toolkit for Plans**

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| **How to use this toolkit**The toolkit will help you educate your brokers and consultants on the value of international health insurance from GeoBlue. It includes the content necessary to promote a broker webinar and follow up with targeted communications for lasting impact. To assist in the presentation, a member of our sales team is available to present at the webinar. All you need to do is schedule the event and handle the logistics. You don’t have to be a global expert to promote the benefits of international health coverage and GeoBlue. Contact us with any questions you have about our products, commission and more. **GeoBlue Partner Program and Agent Hub for individual brokers** * Agent Hub login: <https://geobluetravelinsurance.com/agentHub/login/login.cfm>
* Questions? Contact PartnerProgram@geo-blue.com

**Group brokers and consultants** * Questions? Contact CorporateSales@geo-blue.com
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**Why conduct a broker webinar featuring GeoBlue?**

Recent data shows that international air travel has rebounded to about 60% of pre-pandemic levels, as of July 20211. That means your broker and consultant partners may be curious about the opportunities they have to ensure that their clients have the proper coverage. The reality is that domestic health plans are not equipped, nor designed, to cover the needs of international travelers. And international health coverage is a requirement to enter certain countries.

*1. Source:* [*www.bts.gov*](http://www.bts.gov)

**Logo and branding**

There are different versions of the GeoBlue and/or BCBS Global logo to match your Blue Cross Blue Shield licensure. If you plan to include the GeoBlue logo in your communication, please contact Jackie Diamond, Blue Plan Marketing Manager, at jdiamond@geo-blue.com.

**Invite for broker webinars – Individuals & Families and Medicare business**

**Headline/Subject Line (options)**

Webinar: Help your clients prepare to travel the world again

Your clients are ready to travel the world again. Are you ready?

**Copy**

Join us [link “Join us” to your registration link] for a webinar on [date] to learn how you can expand your business with international health plans from GeoBlue®.

**GeoBlue is [name of Blue Plan’s] international health insurance partner** and part of the Blue Cross Blue Shield family, which means your clients can trust that they will have access to one of the largest global provider networks available coupled with exceptional service.

**International health insurance is more popular and more important to consumers than ever**

Compared to before the pandemic, data shows that 74% of travelers are more likely to seek health coverage for their international trip.1 That presents a perfect opportunity for you to grow your business.

**[Name], [Title] from GeoBlue will tell you more about:**

* How to identify international opportunities
* GeoBlue’s product offerings for individuals and families, including short-term health plans for single trips and multiple trips, and long-term health plans for living and working abroad
* How to get appointed to sell GeoBlue and the resources that GeoBlue provides so you can start selling and making commission [Optional: Link to your Plan’s personal URL]

**[Registration link]: Register for the webinar**

**GeoBlue plans include**:

* Coverage for medically necessary COVID-19 testing and treatment\*
* Flexible cancellation policy if travel plans suddenly change
* Trip interruption protection\*\*
* Global TeleMDTM (telemedicine services) that connects members to doctors by phone or video anywhere in the world
* Digital tools to help members connect with providers, communicate in the native language, and more
* Medically necessary evacuation and repatriation services and coordination
* 24/7/365 service and assistance

*\* Because GeoBlue short-term plans provide coverage outside of the U.S. only, they do not include an immunization/vaccination benefit. Based on the country where the vaccination is administered, the government may or may not fund the cost.*

*\*\*Available with Voyager plan only.*

*1. GeoBlue research, Benenson Strategy Group, December 2020*

**(CTA)**

**[Registration link]: Register for the webinar today!**

**Date:**

**Time:**

**(Disclosure)**

GeoBlue is the trade name of Worldwide Insurance Services, LLC (Worldwide Services Insurance Agency, LLC in California and New York), an independent licensee of the Blue Cross and Blue Shield Association. GeoBlue is the administrator of coverage provided under insurance policies issued by 4 Ever Life International Limited, Bermuda, an independent licensee of the Blue Cross Blue Shield Association.

Telemedicine services are provided by Teladoc Health, directly to members. GeoBlue assumes no liability and accepts no responsibility for information provided by Teladoc Health and the performance of the services by Teladoc Health. Support and information provided through this service does not confirm that any related treatment or additional support is covered under a member's health plan. This service is not intended to be used for emergency or urgent treatment medical questions.

**Invite for broker webinars – Group business (2+ employees)**

**Headline/Subject Line (options)**

Webinar: Special considerations for clients with globally mobile employees

Webinar: What you need to know about protecting your globally mobile employees

**Copy**

Join us [link “Join us” to your online registration] for a webinar on [date] to learn about the special considerations that are needed to properly protect your clients and their globally mobile employees – those who travel internationally or are serving on a global assignment.

**International health plans cover what domestic health coverage does not**

International healthcare systems vary by country, and in many countries, the government pays for healthcare. Still, international providers expect to be paid for their services, regardless of whether the patient is a citizen or not. With a domestic plan design that includes employee cost share—deductibles, copays and coinsurance—international providers are not able to collect payment.

Employees without an international health plan may end up paying hundreds or thousands of dollars in unexpected healthcare costs that may not be reimbursed. Or worse, they may be denied care until payment is rendered.

**[Name], [Title] from GeoBlue will tell you more about:**

* The unique coverage needs of the globally mobile
* [Blue Cross] [Blue Shield] Global® product offerings for employer groups, including international health solutions for short-term travel and expats
* How to uncover international opportunities and work with GeoBlue

**GeoBlue is [name of Blue Plan’s] international health insurance partner** and part of the Blue Cross Blue Shield family.

**(CTA)**

**Register for the webinar today!** [link to online registration]

**Date:**

**Time:**

**(Disclosure)**

*[Blue Cross] [Blue Shield]* Global® is a brand owned by Blue Cross Blue Shield Association. GeoBlue is the trade name of Worldwide Insurance Services, LLC (Worldwide Services Insurance Agency, LLC in California and New York), an independent licensee of the Blue Cross and Blue Shield Association: made available in cooperation with Blue Cross and Blue Shield companies in select service areas. Coverage is provided under insurance policies underwritten by 4 Ever Life Insurance Company, Oakbrook Terrace, IL, NAIC #80985. 4 Ever Life Insurance Company is an independent licensee of the Blue Cross and Blue Shield Association.

**Follow up email for broker webinars – Individuals & Families and Medicare brokers**

**Headline/Subject Line (options)**

Thanks for attending the GeoBlue webinar

Sorry we missed you at the GeoBlue webinar

**(Copy)**

[Thank you for attending] [Sorry we missed you at] the recent GeoBlue® webinar hosted by [name of Plan]. The webinar replay [link “webinar replay” to webinar recording] is now available.

International travel is rebounding, and many international travel destinations are requiring proof of travel medical insurance as a condition of entry into the country.

Domestic medical plans often do not provide adequate protection. GeoBlue plans cover medically necessary evacuations and global telemedicine services that domestic medical plans typically do not. GeoBlue plans also cover medically necessary COVID-19 testing and treatment.

**(callout)**

It’s quick and easy to start selling and earning commission today!

* If you are not already appointed to sell GeoBlue, contact your general agent or PartnerProgram@geo-blue.com
* Visit [Agent Hub](https://geobluetravelinsurance.com/agentHub/login/login.cfm?utm_source=Dec2021&utm_medium=email&utm_campaign=TheKey) for commission statements, ready-to-use content, campaign guides, and more
* Agents earn commission on each sale

**(Optional)**

Get to know GeoBlue’s product portfolio

Check out the [seller’s guide](https://geoblue.sitefinity.cloud/docs/librariesprovider3/geoblue_emaildocs/bluecomms_emaildocs/fl-blue/sept2021/geoblue_individualsellersguide_oct21.pdf?sfvrsn=b02da3f3_3) for details on GeoBlue’s travel medical plans for single trip vacations, multiple trips, expats living and working outside the U.S., nautical crew, missionaries and those involved in humanitarian relief and more.

**(CTA)**

Questions? Contact Partner Program at PartnerProgram@geo-blue.com or 1-844-669-8743.

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**Follow up email for broker webinars – Group brokers (2+ employees)**

**Headline/Subject Line (options)**

Thanks for attending the [Blue Cross] [Blue Shield] Global webinar

Sorry we missed you at the [Blue Cross] [Blue Shield] Global webinar

**(Copy)**

[Thank you for attending] [Sorry we missed you at] the recent webinar featuring [Blue Cross] [Blue Shield] Global® solutions from GeoBlue®, hosted by [name of Plan]. The webinar replay [link “webinar replay” to webinar recording] is now available.

**What matters when evaluating global carriers and solutions?**

Globally mobile employees have unique coverage needs. Here are some key aspects of global carriers that matter to your clients.

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| **Key considerations** | **Why it matters** | **[Blue Cross] [Blue Shield] Global solutions from GeoBlue**  |
| Quality providers around the world | 89% of group decision makers consider accessibility to quality providers most when selecting a global healthcare carrier1 | Provider relationships in 190 countries. Access to care is familiar, like what employees are used to at home  |
| Global telemedicine services | Most large employers offer domestic telemedicine services to employees  | Telemedicine services, through our app, Global TeleMD™, provides convenient 24/7 global access to doctors for non-emergency medical concerns and is a standard benefit in all group plans |
| Operational efficiencies in all aspects of case management, including coordination of medically necessary evacuations and repatriations | Having a single point of contact for making clinical and benefit decisions can ensure a better outcome | GeoBlue’s Global Service Center centralizes global healthcare management, customer service, medical assistance coordination, and claims under a single decision-making relationship |

*1. Benenson Strategy Group research, 2018*

**(CTA)**

Learn more about [Blue Cross] [Blue Shield] Global product solutions from GeoBlue

* [Network e-book](https://geoblue.sitefinity.cloud/docs/librariesprovider2/tpl/tpl-q1-2021/bcbsg_lostintranslation_networkguide_e-book_03112021.pdf?Status=Master&sfvrsn=5174a3f3_3)
* [Capabilities flyer](https://geoblue.sitefinity.cloud/docs/librariesprovider3/geoblue_emaildocs/bluecomms_emaildocs/thekey-dec2021/bcbsg_capabilities-flyer_dec21.pdf?sfvrsn=c517a3f3_3)

Questions? Want to discuss a global opportunity? Contact (enter contact info; as a default you can use CorporateSales@geo-blue.com)

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