GREAT MINDS AND ONE BALD GUY

FROM INSIGHTS TO IMPACT

Candid Conversations about Tough Topics Facing Independent Agents and Advisors

Season 1: Episode 2

Episode Title: Delivering Value for a Brighter Future: A Conversation with Gabe Isaacson, Chief Strategy Officer for Integrity Marketing Group

Thank you to our experts who contributed to this conversation:
Gabe Isaacson, Chief Strategy Officer, Integrity Marketing Group
Hosted by: **Todd Villeneuve,** Managing Partner, IFC National Marketing

Coming out of one of the most tumultuous Medicare AEP seasons in recent history, IFC National Marketing's Managing Partner Todd Villeneuve sat down with Integrity Marketing Group's Chief Strategy Officer Gabe Isaacson to talk about how we right the ship, and what it will take to get back to a market where everyone wins.

Positive indicators of a marketplace correction:

- Government reimbursement is on a good trajectory in recovering.
- Star ratings this year were the most stable they have been in a long time.
- The risk adjustment changes that happen, it's called V28, are pretty much all phased in at this point, and there's not a lot of new hits to be felt.

Emerging Trends and Solutions for Agents and Advisors:

- Agents and advisors who serve as translators and make complex products and changes simple and accessible will find success.
- Holistic conversations with clients will uncover cross-selling opportunities and create a "stickier" relationship for agents and advisors.
- Technology solutions like Integrity Connect are increasing the ability for agents to professionalize and enable their business by giving them bundled access to call recording, email, personal website, and CRM functionality at no cost (for agents and advisors who contract with IFC National Marketing). Ask Integrity is another solution that uses AI to ensure agents match clients with the best-fit products and carriers.
- Integrity E&O Insurance is the latest solution available to IFC agents, and it will deliver superior benefits to anything that exists in the market at a lower cost.

> "At the end of the day, a very important tenet to understand is that broker commissions are a very small part of carrier economics. They turn off commissions, not to save money on commissions, but because these are areas where they're just so uniformly upside down, they don't want to grow. So, if reimbursement is there, and Star ratings are there, commissions will be there. Because carriers want to pay where the economics are right side up. And so, we should bet that a rising tide will lift all boats, and have an immense amount of confidence that the tide is looking optimistic as we get going."
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> **— Gabe Isaacson, Chief Strategy Officer, Integrity Marketing Group**

> "We're on a journey to take the boat that was tipping on its side and get it upright, and then we're gonna have a bunch of boats racing to add membership and to raise that tide for all agents. At Integrity, we have an amazingly pro-agent infrastructure and, if there's one thing to take away from the current marketplace, it's that beneficiaries need agents, good agents with technology, to distill plan choice, and carriers need agents because they want to grow. When carriers and beneficiaries need agents, we need to ensure that the ecosystem is hospitable, because the agent is going to be the hero at the center when everyone starts winning again."
>
> **— Gabe Isaacson, Chief Strategy Officer, Integrity Marketing Group**

Watch Season 1/ Episode 2
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