

The value of voluntary benefits in today's economy



HUMANA
Specialty Benefits

Today's speakers



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Today's agenda



Today's landscape



More than just health insurance



The benefits to your clients and you



Why Humana

Consumers unprepared for the unexpected

Most Americans do not typically plan for expenses not covered by health insurance such as loss of income, childcare, and travel to treatment centers.

- Unexpected illnesses and injuries cause 350,000 personal bankruptcies each year¹
- Three in 10 workers entering the work force today will become disabled before retiring²
- About every 34 seconds, an American will suffer a heart attack³
- 71% of American employees live from paycheck to paycheck⁴



¹ Council for Disability Awareness

² Social Security Administration, Fact Sheet Jan. 31, 2007

³ American Heart Association

⁴ "Getting Paid in America" survey, 2008

Voluntary benefits put consumers in control

Based on their unique needs and circumstances, consumers can decide what voluntary benefits are best for them.

- They decide the value of the offering
- They weigh their options and costs
- They choose how to use benefit dollars
 - Pay for medical copayments and deductibles to protect their healthcare spending accounts
 - Pay everyday bills such as house and car payments
 - Use to cover costs associated with unexpected travel



Benefits more than just health insurance



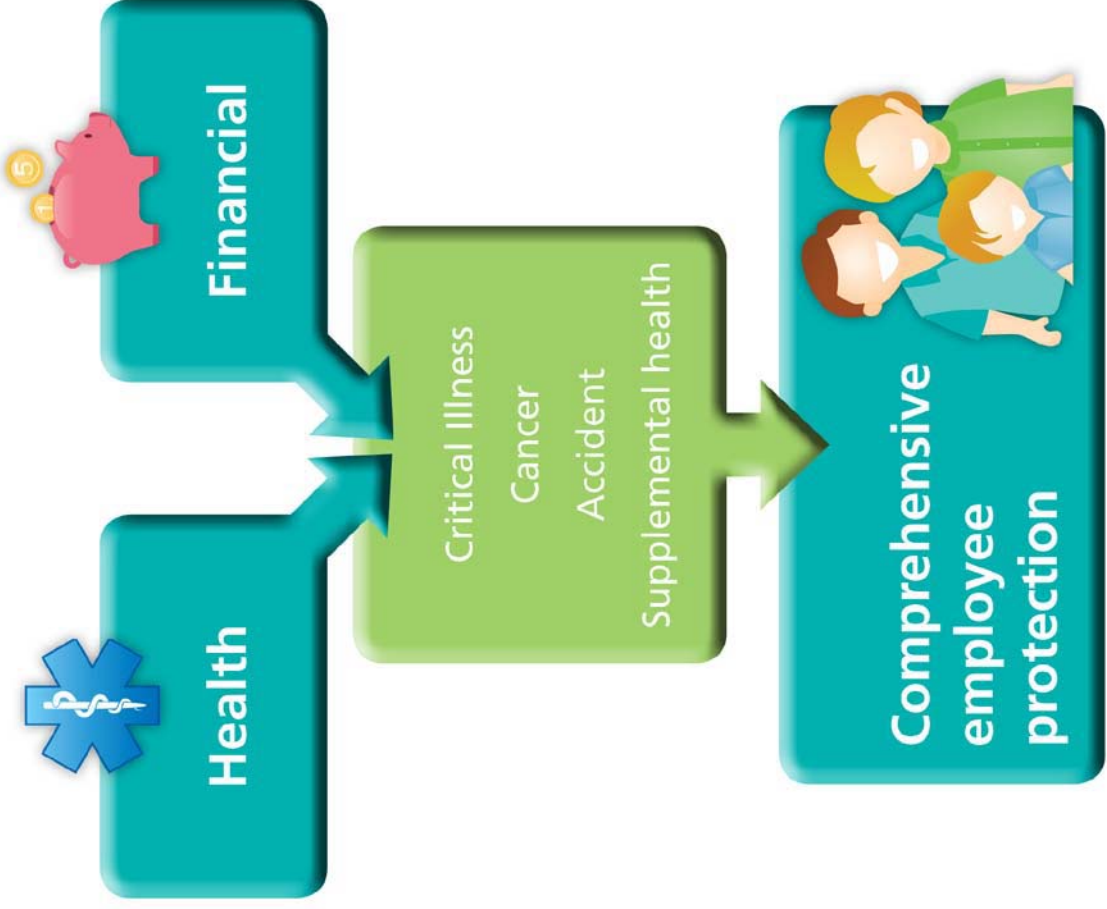
Health
Medical
Dental
Vision



Financial
401k
Disability
Life

- Benefits today are often categorized as health or financial
- Employees want control over the ability to help protect their paycheck, health and wealth

Benefits more than just health insurance



How your clients benefit

Positively impacts their business

- Expands benefit options without increasing their costs – 100 percent employee paid
- Gives employees access to benefits that help protect their savings
- Provides the opportunity to reduce their payroll tax for each enrolled employee
- Use voluntary benefits to help build multi-year plan and cost-saving strategies
- Provides a wide range of employee benefits to help keep employees productive and loyal



How your clients benefit

Personalizes their voluntary benefits offering

- Select from a full portfolio of the most popular voluntary benefits – disability, life, accident, critical illness, cancer, and supplemental health
- Choose plan features that best suit their workforce
- Custom fit enrollment options minimize disruption to their business (workplace, call center, or Web)
- Tailor an employee communication program that works best for employees and their work environment
- Set up the payroll cycle the way they want it
- Receive one bill for all their voluntary benefits

49%
of employers
will reduce health
benefits in 2010

- healthpopuli.com

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How employees benefit

Protects their personal finances

- Don't have to rely solely on savings or incur additional debt to cover expenses to pay for unanticipated expenses associated with a life event such as an illness, injury, or loss of loved one

Greater value and more convenient purchasing benefits at work

- Benefits purchased under a voluntary program at work are less expensive than purchasing on their own
- Payroll deductions make it convenient to add voluntary benefits
- Many voluntary benefit premiums are pretax, saves money
- Access to coverage they may not be able to get on their own; no medical records, tests, and exams

80%
of employees
perceive voluntary
benefits to be
valuable

- AON Consulting

How employees benefit

Benefits paid directly to them

- They choose how to use benefit dollars, from paying daily living expenses to paying down debt

Consumer choice and confidence

- Choose the voluntary benefit that matches their personal circumstances and concerns
- Choose among flexible options to get the amount of benefit that works for their budget
- Feel confident in the buying decision because their employer shopped the voluntary benefits program for them



How you benefit

Expand your revenue source

- Earn competitive commissions and bonuses
 - Earn up to \$10,000 bonus selling voluntary benefits
 - Don't leave money on the table – leverage your medical bonus by selling more specialty benefits
 - Receive competitive first year and renewal commissions

Voluntary benefits are expected to grow faster than any other insurance segment over the next three years with more than \$6.3 billion in annual premium by 2010

- Eastbridge Consulting

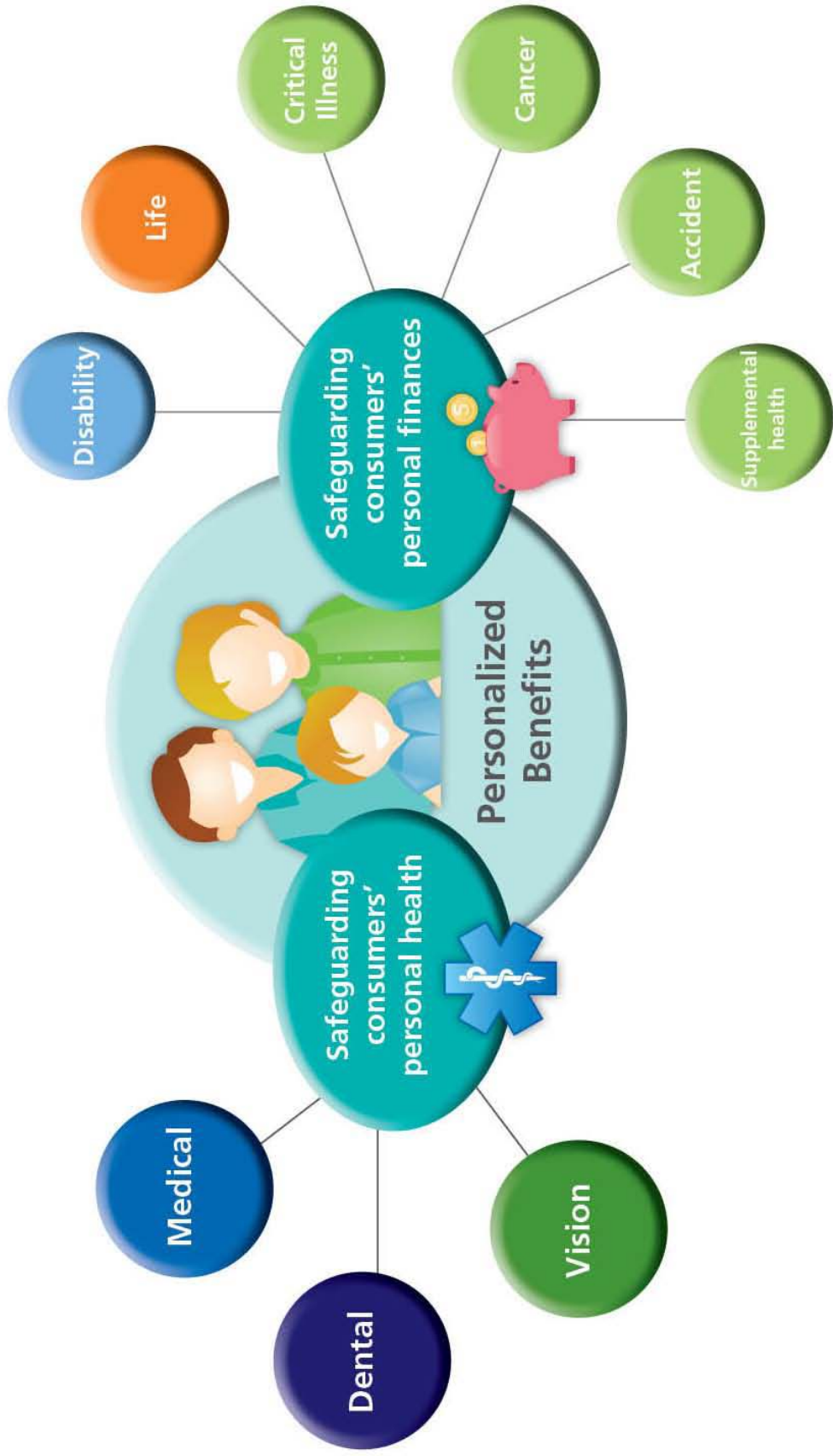
How you benefit

Enhance relationships with your clients

- Expand their benefits without increasing their costs
- Stay competitive; voluntary benefits are expected to grow at a faster rate than most insurance segments
- Opportunity to reduce payroll taxes
- Save on premium rates when they add multiple Humana products



Humana offers benefits that safeguard employees' health and income



Partner with your Humana sales team

- Professional, consultative sales team to help you understand and sell voluntary benefits
- Connect with local voluntary benefits experts who'll help you recommend the right blend of benefits and enrollment options to fit your clients' overall benefits strategies
- Use our shared marketing program to cross-sell Humana's voluntary benefits to your existing customers



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Why Humana?

- Dedicated implementation consultant manages new customers from enrollment preparation through first payroll cycle
- Single point of contact for benefits administration
- Full library of employee education materials
- One bill and enrollment for all workplace voluntary benefit offerings, including payroll cycle set up the way the customer wants it



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