

Medical Marketing

Content provided by the Large Group and Small Group Medical Marketing teams.

February 2025



Important Notice:

If you have a client that moved TPAs or insured carriers effective 1/1/25, make sure to establish with your carrier contact how you'll get the final reporting package with December claims.



See more on page 2.

Self-Funded:

The Minnesota Healthcare Consortium & Medica visited our Dubuque office on 1/23:

The recording of the session & PPT can be found in the O:Drive.

Copy and paste the following link into File Explorer:

O:\Benefits\Marketing\Fully Insured\Carrier Info\Medica

Please reach out to your assigned marketer with any questions.

Stop Loss:

CRI visited our Dubuque office on 1/21:

The recording of the 1st session, PPT, & supplemental materials can be found in the O:Drive.

Copy and paste the following link into File Explorer:

O:\Benefits\Marketing\Self Funded\Captives\Captive Resources (CRI)

The session was informative & will help us have a better well-rounded understanding of captives in the market. Additional follow-ups will be forthcoming regarding cross-selling opportunities & early engagement for clients who requested CRI quotes in years past. Please reach out to Daniel or your assigned marketer with any questions / feedback / comments in the meantime.

Pareto visited Madison on 1/29 & Dubuque on 1/30:

The recording of the session, PPT, & supplemental materials can be found in the O:Drive.

Copy and paste the following link into File Explorer:

O:\Benefits\Marketing\Self Funded\Captives\Pareto

The session was informative & will help us have a better well-rounded understanding of captives in the market.

Please reach out to Daniel or your assigned marketer with any questions / feedback / comments in the meantime.

Upcoming Dates & Events

Please share any feedback you'd like us to discuss with these carriers/administrators prior to the meeting dates below.

Berkley A&H Captives Intro/Refresher Call

- **Date:** February 5, 2024, 11:30 AM
- **Location:** Madison Office
- **Agenda:** Introduction/refresher to Berkley Captives, covering condensed versions of Stop Loss Group Captive sessions 101, 201, & 301. Features 5 open market captive cells.
- **Registration:** Contact [Daniel](#) to schedule
- **Additional Information:** View sessions 101, 201, and 301 by pasting this link into File Explorer: O:\Benefits\Marketing\Self Funded\Stop Loss Carriers\Berkley\Captive\Materials\Academy
Similar session in Dubuque on March 12th; details in the next newsletter.

Private Health Management (PHM) Introductory Call

- **Date:** February 5, 2024, 2:00 PM
- **Location:** Virtual
- **Agenda:** Company overview, delivery model & employee experience, outcomes & case studies.
- **Website:** privatehealth.com
- **Registration:** Contact [Kevin](#) to attend
- **Additional Information:** PHM specializes in managing high-acuity cases within the top 5% of claimants driving 50% of healthcare spend through tailored strategies and care coordination, achieving significant reduction in employer healthcare costs.

FEDlogic Office Hours (Dubuque)

- **Date:** February 5, 2024, 3:00-4:30 PM
- **Location:** Roshek Room 318
- **Agenda:** Open introduction and Q&A session
- **Registration:** Contact [Kevin](#) to schedule time

LegalShield Refresher Call

- **Date:** February 7, 2024, 8:30 AM
- **Location:** Virtual
- **Agenda:** Product information, pricing, and account management
- **Website:** www.legalshield.com
- **Registration:** Contact [Kevin](#) to attend

Virta Health Introductory Meeting

- **Date:** February 19, 2024, 11:30 AM
- **Location:** Virtual
- **Agenda:** Overview of Virta's nutrition-first approach to type 2 diabetes reversal and sustainable weight loss. Solution portfolio, clinical outcomes, cost savings, and business development strategies.
- **Website:** www.virtahealth.com
- **Registration:** Contact [Kevin](#) to attend
- **Additional Information:** Focus on understanding Virta's solution for clinical outcomes and cost savings as a nutrition-first provider, with or without GLP-1s

Maven Refresher Training

- **Date:** February 20, 2024, 1:30 PM
- **Location:** Virtual
- **Agenda:** Overview of Maven, covering product offerings, member experience, outcomes, and partnership procedures.
- **Website:** mavenclinic.com
- **Registration:** Contact [Kevin](#) to attend
- **Additional Information:** Maven is a virtual clinic for women's and family health, offering continuous, holistic care for preconception and family-building



Kevin's Monthly Dad Joke

Do you know that 90% of bald men still own a comb...
They just can't part with it.