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ACCELERATE

Trustmark 

Target practice: How to maximize client value in key industries



Mike Hawksworth

Vice President
Actuarial and Underwriting



Kevan Robbins

Director
Broker Marketing

Building solutions for target industries

What actuarial does



What marketing does



Today we'll cover...

Agenda

- What does underwriting look for?
- Underwriting case examples
- Why segmentation matters for delivering the message
- How Trustmark can help you target key markets
- Tips and tricks
- Key takeaways

What does underwriting look for?

Basic industry considerations

- Riskiness of occupations
 - Underground mining (higher mortality, higher morbidity)
 - Actuaries (great mortality)
- Turnover
 - Government/civil service (very low turnover)
 - Retail sales
- Salaries
 - Fast food chain
 - Software developer

What does underwriting look for?

Desirable/undesirable industries

▪ Target/expanded target

- Schools
- Municipalities
- Healthcare
- Public Administration
- Manufacturing (except food/hazards)
- Warehouse/local distribution
- Wholesale trade (various)

▪ Difficult to quote

- Offshore drilling/water-based
- PEOs
- Cannabis-related
- Employer-paid — if not gross-up
- Associations
- Retirees
- Non-W2 employees
- Groups in bankruptcy

Knowledge is key

How can you maximize your offer?

- Personalized underwriting to reflect client-specific needs
- Knowledge & flexibility can help offers be more lenient
- Anything you can do to get an edge and add value to employers is helpful



Non-target industry

Case example #1

- 1,000 life case
- Government contractor exposure to international travel/war zones/security officers

Broker supplies census showing only 4 employees travel outside US, and only 12 employees listed as security guards

Non-target industry

Case example #2

- 500 life case
- Trucking firm
- Low average salaries

Broker confirms all drivers are W2 employees and turnover has been low. Broker removes part-time employees from eligibility and average salary increases to acceptable level

Non-target industry

Case example #3

- 5,000 life association

Broker confirms that the association is all within a single industry, is in a small geographic area, has strong control over marketing, and a proven track record of generating participation in insurance products.

Non-target industry

Case example #4

- 800 oil & gas company

Broker provides census that shows no offshore exposure

Underwriting wrap up

- Information is key to getting your best offer from Trustmark
- Detailed census can provide important detail to tailor offers
- Underwriters are more likely to be aggressive with offers with good track records and good communication

Why segmentation matters for delivering the message

Let's do a little matching...

Your client:



Let's do a little matching...

Your client:



Let's do a little matching...

Your client:

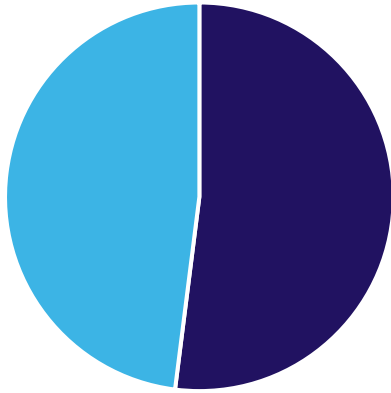


**Don't try to sell a minivan
to a cowboy!**



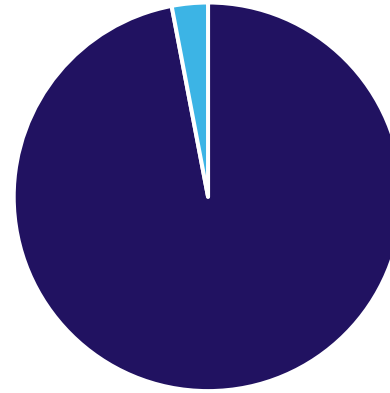
The importance of personalization

The proof is in the pudding...



52%

of consumers presume all offers or messaging received from clients to be personalized



97%

of marketers witnessed a rise in business outcomes as a result of personalization

Why segmentation matters

Segmenting drives revenue



Segmented email campaigns are proven to drive up to a **760%** **increase in email revenue**



80% of audiences tend to do business with a client that personalizes their experience



2/3 of consumers get frustrated when they are not delivered personalized interactions



How Trustmark can help you target key industries

How Trustmark can help

Trustmark segmentation packages

- When employers work with a broker, they want someone who understands the unique challenges of their industry
- With pre-designed segmentation packages, Trustmark helps brokers hit the ground running
- Co-branding opportunities available

Specializing in education

The need for an affordable and personalized solution is greater than ever

Numerous educational institutions encounter budget reductions, and in light of escalating healthcare expenses, they confront the need to transfer more financial burden onto their staff. The challenge lies in maintaining the satisfaction of school staff, while simultaneously curbing healthcare benefits to reduce expenses. For many employees, high financial stress that can be caused by these reduced benefit packages can impact productivity – with nearly 4 out of 5 employees who experience financial stress claiming medical debt distracts them from work!

With Trustmark, using the power of voluntary benefits to help ease the financial burden caused by rising healthcare costs and create total benefits solutions for employees – whether it be for school districts, colleges, or universities – has never been easier.

Trustmark's suite of voluntary products

- Life insurance with long-term care or core benefits




Trustmark Voluntary Benefits

Solving your client challenges in the public sector

When you're working with a client, you want a carrier who has been there, done that – one who understands the unique challenges of your client's industry.

Looking for a public sector expert? Look no further than Trustmark Voluntary Benefits.

Deliver solutions for the public sector



Overcoming obstacles when changing carriers

An Arizona-based school district turned to Trustmark to address enrollment and communication challenges while changing carriers.

Client Overview

- SCHOOL DISTRICT
- LOCATED IN ARIZONA
- MORE THAN 1,000 EMPLOYEES IN OVER 10 LOCATIONS

Challenges

- Respond to employee feedback by improving benefits communication
- Transition to a new system, working with a new broker
- Offer new core and voluntary benefits in an overhaul of the existing program

Solutions & Key Results

- Seamless benefit administration**
A third-party reconstructed the client's benefits administration system for a seamless transition from their previous carrier into the new system at no extra cost.
- One-on-one enrollment**
Employees were educated through consultative one-on-one enrollments, where they learned how Trustmark's voluntary benefits were in-hand with their new benefit options.
- 96% enrollment participation
- 1,056 one-on-one enrollment interviews

Trustmark's suite of voluntary products

- Life insurance with long-term care or core benefits
- Hospital insurance
- Accident insurance
- Critical illness insurance
- Disability insurance

"The willingness of the facilitators to listen to our insight on our employees and our culture was refreshing."

Client's Executive Director of Human Resources

A partner to the public sector

Specializing in the public sector

Looking for a carrier who has been there, done that? One who understands the unique challenges of your client's industry? Looking for a public sector expert? Look no further than Trustmark Voluntary Benefits.

Trustmark has 110 years of voluntary benefits experience and over that time, we've worked with hundreds of public sector employers. Today, the public sector remains one of Trustmark's key industries, with more than 250 public administration clients including several of the largest municipalities in the country!

Public sector employees say that benefits access helps reduce their stress and makes them feel valued!

Addressing public sector challenges with voluntary benefits

Voluntary benefits can help public sector employers and employees overcome industry challenges like budget cuts, staff shortages, and burnout.

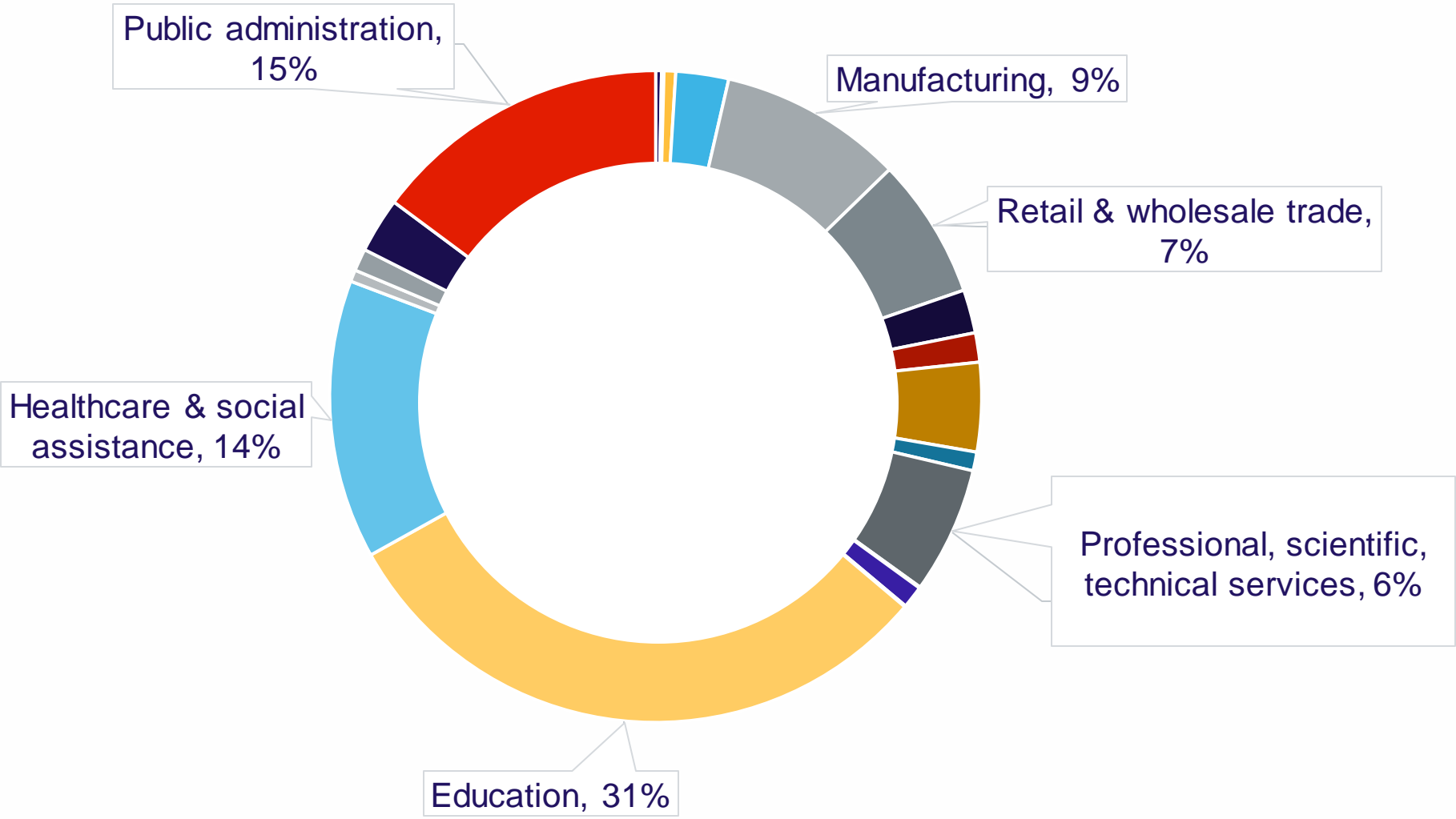
- As budget cuts prompt employers to shift healthcare costs to employees, voluntary benefits can help fill the gaps in major medical coverage.
- Employers can offer a more robust benefits package, giving employees personalized products that address their concerns.
- 68% of employees said voluntary benefits motivated them to stay with their employer.

Trustmark has long-standing relationships* with 255 clients in public administration, including:

9 clients with less than 100 employees	102 clients with 100 to 999 employees	61 clients with 1,000 to 9,999 employees	10 clients with 10,000 plus employees
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Aimed at our target industries



How Trustmark can help

Trustmark segmentation packages

Target industries:

- Public sector (Complete)
- Education (Complete)
- Healthcare (Under development)
- Private industry/Manufacturing (Under development)
- Financial industry (Project Phase II)
- Technology (Project Phase II)

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With Trustmark, using the power of voluntary benefits to help ease the financial burden caused by rising healthcare costs and create total benefits solutions for employees – whether it be for school districts, colleges, or universities – has never been easier.

Why should education institutes offer voluntary benefits?

- Enhances an education institution's ability to attract and retain teachers and other staff
- Provides a more comprehensive benefits package to meet the needs of employees

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How can you get started?

Communication is key

- Talk to your sales rep
- Discuss co-branding opportunities
- Identify prospects
- Determine the most effective tools
 - Email campaign
 - Case studies
 - Flyers



Build your own campaign

Branding and building your targeted solution

If you have a significant block of business, we'll work with you to develop a program for a target market

- Sample program
 - Education industry
 - Pension/retirement planning program
 - Voluntary benefit offering
 - Turnkey enrollment and communication program

WISE Program

Financial wellness and insurance information for school employees

Custom marketing materials

- PowerPoint template
- Microsite
- Folders
- Discussion placemat



Two ways to segment your markets with Trustmark tools

Turnkey segmentation packages

- Default program
- Ready to use
- Easy to cobrand
- Can be used on a one-off basis
- Quick turnaround
- Trustmark branding remains prominent

Custom marketing campaigns

- Saved for larger blocks/opportunities
- Time intensive
- Longer turnaround time
- Great for building even more credibility for YOUR brand
- You own the solution

Talk to your sales rep to get started, they'll connect you to the marketing team to discuss how we can support you!

Tips and tricks

Segmentation with your team

- Trustmark can support some high-level tools
- Use your CRM to identify prospects industry & identify key messaging
- Develop pitch and deploy that messaging wherever you can:
 - Social media (paid and organic)
 - Email campaigns
 - Presentations
 - Case studies
 - **And more!**



Key takeaways

- Trustmark can provide better offers to our most valued industries
- Underwriters are more likely to be aggressive with offers with good track records and good communication
- Even when outside our key industries, we'll work to find a way to “yes”
- Partnership matters

Thank you!

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How'd
we do?

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