

Knowing Your Association

DuPage Association of Health Underwriters (DAHU)

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Agenda/Topics To Be Covered

- Vision and Mission statements
- Governance and management
- Legislative and public policy initiatives
- Media relations
- Membership
- Education
- Networking among peers
- Member benefits
- Opportunities for service
- All of this for...





Vision Statement

Every American will have access to private sector solutions for health, financial and retirement security and the services of insurance professionals.

Mission Statement

NAHU will improve its members' ability to meet the health, financial and retirement security needs of all Americans through education, advocacy and professional development.





Governance and management

- NAHU, ISAHU, and DAHU are all separate legal, not-for-profit (Code Section 501(c)(6)) entities with by laws, elected officers, and appointed committee chairs.
- Members of NAHU's Board of Trustees are listed at www.nahu.org/about/bot.cfm. The organization's professional staff directory is found at www.nahu.org/about/staff.cfm. DAHU's 2009-2010 officers and committee chairs are listed at <http://www.dahuonline.com/about/board.html>.
- Other than NAHU's professional staff, all officers and committee chairs at the national, state, and local levels are volunteers.





Legislative and public policy initiatives at the federal level

- With health care reform always on the political agenda, our legislative and public policy initiatives are more important than ever to protect the interests of our members and their clients.
- Just as our members work with their clients, the collaborative efforts of NAHU staff and members educate our lawmakers and regulators about how health insurance markets work so that they are better able to understand the issues before them.
- NAHU has developed strong working relationships with members of both parties because they know they can trust us to give them an honest and balanced assessment of proposed legislation.





Legislative and public policy initiatives at the state level

- Adam Brackemyre is the NAHU staffer assigned to our state, and he may be reached at (703) 276-3809; abrackemyre@nahu.org. Also, ISAHU contracts the lobbying services of Phil Lackman, VP of Governmental Affairs for the PIIAI. Phil may be reached at (217) 321-3005; plackman@piiai.org.
- NAHU participates in state organizations such as the NAIC, ALEC, NCOIL, and the National Conference of State Legislators .





Grassroots

- Legislative success is often measured by the ability to “mobilize the troops” and NAHU has one of the strongest grassroots networks in Washington, DC. Our 100,000+ members nationally and their willingness to participate in telling legislators what they think about pending legislation is one of our greatest assets. We sent almost half a million messages to our legislators in 2009 alone!
- Our electronic response system, **Operation Shout!**, is used by many members to respond to legislative alerts at both the federal and state levels.
- Many of our members participate in town hall meetings, legislative workshops, and in-district meetings with legislators, increasing our visibility and our influence.





The Uninsured

- About 45 million of our citizens currently go without health insurance. Unless a private sector solution is found, a government-oriented solution of mandates and government-run alliances may eventually become a reality, and the result could be the demise of the private health insurance system.
- Three years ago NAHU launched the **Health Care Coverage Options Database** (<http://www.nahu.org/consumer/healthcare/index.cfm>), a state by state data base that identifies what private insurance and government assistance options are already available. Closer to home, your state association has published an Illinois guide that is found at <http://www.isahu.com/docs/matrix.pdf>.





Media Relations

- All our efforts have little value unless the public is kept up-to-date on what we are doing.
- In just the past year, NAHU has been quoted thousands of times in publications, on radio, and on television, including CBS News, Fox News, C-SPAN, PBS, NPR, *The Wall Street Journal*, *The New York Times*, *The Boston Globe*, *The Washington Post*, *Good Housekeeping*, *Forbes Magazine*, and many other mainstream and trade publications.
- We've had tremendous success in training over 300 of our members to work with their local media, resulting in numerous additional press hits.





Recent public policy research and media relations efforts

- [Consumer Guides](#) – We educate consumers with publications about individual and group health insurance, long-term care, Disability Insurance, Medicare, the role of the agent and more .
- [Video Updates](#) - Our YouTube channel features informative videos as well as legislative updates from the CEO.
- [Ads](#) – NAHU offers several consumer-driven PSA and print ads to keep the public informed on current health care issues that affect their families' wellbeing.
- [Reform Response](#) – The Healthy Access Plan for affordable and responsible health care reform and regular press releases offer insight to health care legislation.





Membership

- Our efforts in Washington and in Springfield increase our influence, but in the end, numbers talk. The more members we have, the louder our voice can be, and the greater ability we have to make a difference.
- Our membership efforts have never been more important. As of March, 2010 NAHU's membership stands at 20,000 + nationally, and about 563 in Illinois. Nevertheless, we need to increase our voice with policy and law makers by increasing the number of members we have.





Education

- NAHU has developed partnerships in many subject areas to provide more educational opportunities for its members. The availability of web seminars, train the trainer sessions, and online learning have increased significantly.
- NAHU provides its members with numerous opportunities to obtain professional designations. Two professional designations, originated by NAHU and managed by The American College, are the RHU and REBC designations.
- NAHU's state & local chapters offer our members quality educational opportunities to increase their knowledge & expertise; and these sessions, like this one, qualify for continuing education (CE) credits.





Networking with peers

- One of the greatest benefits of membership is networking. Getting to know one's peers helps you become better at what you do because of the open exchange of ideas surrounding best practices, products, services, etc.
- NAHU's Broker to Broker initiative (NAHU B2B) is a focused networking resource with NAHU members all over the country, providing an interactive exchange of ideas, questions and learning. The "E-Groups" that one may register for include...





Networking among peers through **NAHU B2B**

<u>Benefit Regulation</u>	<u>Individual Disability Income (Non Group)</u>
<u>Legislative Issues</u>	<u>Individual Medical</u>
<u>Individual Life and Annuities</u>	<u>Long Term Care (Non Group Products)</u>
<u>Large Group Employee Benefits</u>	<u>Office Management and Technology</u>
<u>Medicare</u>	<u>Small Group Employee Benefits</u>
<u>Retirement Plans</u>	<u>Work Site Marketing</u>





Member benefits: www.nahu.org/members/benefits/index.cfm provides a comprehensive listing of member benefits.

- Wellness Programs**

<u>Diagnostic</u>	<u>Wellness education and coaching</u>
<u>Employee assistance programs</u>	<u>Health risk assessment</u>
<u>Wellness incentive programs</u>	<u>Medical records</u>
<u>Management consulting</u>	<u>PPO preventive care networks</u>
<u>Screening</u>	<u>Services</u>
<u>Supplement-Product-Discount</u>	





Member benefits

- **Business & Personal Services**
 - [Errors & Omissions Insurance](#)
 - [FedEx Domestic and International Shipping](#)
 - [UPS Delivery](#)
 - [Bank of America Rewards Credit Card](#)
 - [Hertz Car Rental](#)
 - [OfficeMax Office Furniture & Supplies](#)
 - [Brooks Brothers Clothing](#)
 - [PetMeds Pet Supplies](#)





Member benefits

- **Client Management, Sales & Marketing Tools**
 - [BenefitsConnect- Online Benefits Management](#)
 - [BasicGURU - Online Agency Operating System](#)
 - [InfinityHR – Online Benefits Management](#)
 - [LTC Connection](#)
 - [Smart's Publishing Newsletters](#)
 - [National Underwriter](#)





Member benefits

- **Client Management, Sales & Marketing Tools**
 - [Norvax Web Marketing Tools](#)
 - [ProspectZone Lead Generation System](#)
 - [HIU Magazine](#)
 - [InsuranceNewsNet](#)
 - [The HSA Toolkit](#)





Member benefits

- **Education & Training**

- Annual Convention (June 27 - 30, 2010, Hyatt Regency, Chicago, IL)
- Capitol Conference (February 14 - 16, 2011, Hyatt Regency Capitol Hill, Washington, DC)
- Educational Webinars
- Designation & Certification Programs
- Compliance Tools





Opportunities for service

- There are many opportunities to serve here in your local chapter! Here are DAHU's standing committees:
 - Legislative
 - Membership
 - Retention
 - Education
 - Programming
 - Awards Chair
 - Communications/Media Relations
 - Public Service
 - Golf outing





All of this for only...

- **National dues:** \$195 per year
- **State dues:** \$60 per year
- **Local dues:** \$45 per year.





All of this for only...

- **TOTAL:** \$300 per year.
- Members who pay monthly by bank draft or credit card pay 1/12th of this each month - \$25.00.





Thank you for caring, and being willing to make our profession better by being engaged. Remember, by giving back one actually gains in many ways.

