What is Express Applications

The primary benefit of Express Applications is to ease the medical marketing process for employees, employers, and brokers. Today's paper world has several challenges:

- Marketing medical insurance requires employees to fill out multiple long apps
- Applications ask for the same information
- Employees do not always complete the applications
- Good handwriting isn't everyone's strong suit.
- Collecting the applications can be time-consuming and tedious

Express Applications eliminates these challenges by taking advantage of online technology:

- Employees provide health information for all apps via one online questionnaire.
- The applications are 100% complete and 100% legible.
- Brokers can print complete and electronically signed apps from the online system.

Express Application Login Page

https://www.instantenroll.com/benefitmall.php

Effective Date

Express Applications is available in the following markets:

- Ohio
- Florida
- Georgia
- Colorado
- Texas
- California
- Illinois
- Arizona

Additional states supported by PlanSource:
- Idaho
- Minnesota
- Missouri
- Nebraska
- Nevada
- Oklahoma
- Oregon
- Tennessee
- Utah
- Washington
- Wisconsin

Roll out to other BenefitMall markets not listed above to be determined.

Broker Eligibility

Any Broker is eligible, but we do not want to hand this out to every broker on the street. We only want those brokers who are our best partners to have access.

- Brokers must agree to write at least $500,000 in ***new*** annualized premium in each 12 month period.
    - Production will be tracked on a monthly basis
    - $500,000 is a minimum, some states and some brokers my require a hire amount (*Dennis will help decide)
- The broker will be required to sign an agreement that acknowledges the production requirement to keep this online tool.
- Any broker that signs the agreement and does not meet the requirement, is in danger of losing access to the online tool, as well as his clients.

Customer Service

1. BenefitMall Help Desk will provide Customer Service to BenefitMall employees and brokers.

2. The toll-free number is 800-350-0500.

3. Questions or issues can also be emailed to the Help Desk at HelpDesk@benefitmall.com.

4. PlanSource will continue to offer training calls if required by the market.

If technical issues come up, they need be reported via the toll free number. BenefitMall will escalate the issues to PlanSource Development.

Carrier Application Request

There are two types of application requests:

1. New carrier applications to be added to the product in supported states.

2. New version of existing carrier applications to be updated in the product.

All carrier applications requests go to Sam Pevehouse at sam.pevehouse@benefitmall.com.

Marketing Materials

- **Materials for BenefitMall Sales Reps**

  o Visit **this website** to view materials and resources to that will be provided to BenefitMall reps. Resources include flyers, pre-written sales emails, and a demo video. Materials will be added to the site as they are developed and completed.

- **Materials for Brokers**

  o Visit **this website** to view materials and resources to that will be provided to BenefitMall broker partners which they can use to present Express Applications to their employer clients. Resources include flyers, pre-written emails, and a demo video. Materials will be added to the site as they are developed and completed.