

WHY SDAHU?

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When agents and carrier reps ask me why they should join SDAHU, I point to three main reasons. These are Education, Legislation, and Networking. Of course each person is going to have their own hierarchy of the three, but I can guarantee you that everyone in our industry can benefit from each one.

EDUCATION: Not only are their monthly speakers that teach a variety of subjects such as Medicare, HR Consulting, Self-Funding, HealthCare Reform, How to Beat PEO's, etc, but you also get a chance to discuss or ask questions with 50 other brokers who may have already experienced what you are experiencing. I learn something valuable at every SDAHU meeting I go to. My favorite meetings in the last year were 'How to think like an HR person' and 'How to use LinkedIn to grow your business'. In addition, as a carrier rep, I often get asked about the upcoming changes of Healthcare Reform and I must admit that I get most of my information from SDAHU and NAHU email communications. They have daily updates that are much more informative than what carriers produce.

LEGISLATION: Do you like receiving commissions? Do you like having a seat at the national table? If you answered yes to both of these questions, then this is reason enough to join SDAHU. 90% of the money paid for joining SDAHU goes to funding our state and national associations which give us a voice in Sacramento and Capital Hill. SDAHU, CAHU, and NAHU have already made a huge difference in how the HealthCare Reform law is being enforced. One major success is the allowing of agents to sell insurance both inside and outside of the state exchanges. The next major item our associations are working to change is the agent commissions in relation to MLR requirements. Where would you be without these associations?

NETWORK: Networking is extremely important for both agents and carrier reps. For agents, it's great to have a venue where you can openly discuss industry issues or get feedback on how others conduct business. For carrier reps, SDAHU events are an opportunity to get face time with any of the 50 agents who regularly attend events. We all need outside help from time to time, so having industry relationships outside of your own office or company is hugely beneficial.

