

# 2020 broker incentive trip location change

# FAQs

## **Why is the location being changed?**

While finalizing plans for Hawaii, we encountered some logistical challenges that made us realize we could not deliver the kind of best-in-class experience you've come to expect from our broker incentive trips. As a result, we made the decision to select a new destination for 2020.

## **Did budget or proposed spend impact this decision?**

No. The decision to change venue was not based on our budget for this important annual event.

## **Do you know where other carriers are going?**

Our focus is on Aetna and what we can do to ensure a great overall agent experience, regardless of destination.

## **Why was the location changed after the communication was sent out?**

We typically announce our incentive trips 15 – 18 months in advance. Unfortunately, there were circumstances beyond our control requiring us to change the location after the initial communication went out.

## **Why did you wait so long to announce a new location?**

It typically takes 3 – 6 months to identify and scout a potential location for events like these. In this case, we were able to quickly secure a new venue in about 45 days. That includes identifying and finalizing contracts for the best hotels, excursions and events.

## **What is the new location?**

We have chosen San Francisco. As one of the most culturally dynamic cities in the U.S., San Francisco is an ideal destination based on climate, as well as the number of events and activities available.

## **Will we be doing anything special?**

Of course! We are in the process of planning exciting and unique events that we're confident will surprise and delight you. Stay tuned for more information.



# Agent questions

## **What should I tell my agents? Will Aetna be sending out anything official?**

Yes. We are notifying our top NMO partners via phone, followed by email and portal communications to writing agents.

## **I have already communicated with my staff on Hawaii. What do I do now?**

We know this is an inconvenience for you and your staff, which is why we wanted to reach out to you as soon as we secured a new location.

## **Are there any changes to qualifications?**

Yes, we have lowered the agent qualification target from \$200,000 to \$175,000 in placed premium. We will also continue to offer three-for-one production credit on the sale of our Indemnity products and two-for-one on the sale of our Final Expense. Our qualifications remain the same for our MGA and RGA partners.

## **Can we still track our progress on the website as before?**

Yes, once this destination is officially communicated the ability to track progress will be the same as before.

## **Why should I promote Aetna against other carriers who are offering better trips?**

Aetna's best-in-class reputation speaks for itself, as does our commitment to providing products that meet your clients' total health needs. And regardless of destination, we are committed to making sure all winners have a memorable incentive trip experience.

We are sorry for any disappointment caused by the change in venue, but we hope you will remember that we view our brokers as family members. And we are committed to making this trip a worthwhile experience for our brokers.

## **If I qualify, can I take a buyout instead of making the trip?**

Our preference is for our qualifiers to attend the event, as we value the time we spend with each of you. Building relationships, sharing business insights and celebrating your success are more important than the location itself.

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