

CIGNA MEDICARE 2022 SALES CONFERENCE

We are the
Driving Force

AEP Leadership Challenge **Business Simulation**

SIMULATION DIRECTIONS



5 TEAMS : 2 HOURS



Together, all the way.®



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Thank you for taking part in this mini simulation. The goal of the simulation is to sharpen strategy execution and focus as you anticipate and confront different challenges and opportunities before and during AEP.

The Process

This simulation is not just about making decisions. It is more about the process – the process of analyzing, discussing and collaborating with your team members to arrive at the decisions. That is where the learning and the sharpening happens. To that end, be sure to prioritize engagement and learning from your team members during this process.

The Competition

There are 5 teams in this simulation including yours. Each team will make about 7 business decisions in the simulation. Decisions will be arrived at through discussions and selection of one of the options provided for each business case. In most instances, teams will also have the opportunity to come up with a custom solution and refrain from selecting any of the provided options. Providing a custom solution will earn your team some bonus points especially if the custom solution is determined to be of a better quality by the judges.

Activities

You will complete up to 2 exercises during the simulation. The exercises include a SWOT analysis of your market and a plan for educating and persuading brokers, providers and other community partners that yours is “the company to keep” this AEP and beyond.





Participants

You will be competing against the following teams in the simulation. You are expected to come up with a creative name and slogan for your team. Additional creativity may also earn you bonus points.

Blue Team

- Catina Brown
- Ericka Cooper
- Jack Martin
- Jose Muniz
- Lisa Riley
- Rachel Lowe

Green Team

- Harmon Stockdale
- Michael Witiuk
- Swede Scarborough
- Tanya Williams
- Wesley Masure



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Yellow Team

- Gabriela Hinojosa Zapata
- Joseph Castro
- Paul Gill
- Shannon Wesley
- Victor Dominguez

Red Team

- Bobby Koger
- Galdino Gonzalez
- Jessica Nestor
- LaShunda Edmond
- Linda Greer
- Marcia Jones

White Team

- Grace Bollinger
- Karen Donohue
- Michael Collins
- Michelle Lainez
- Ryan Gerow
- Zach Williams



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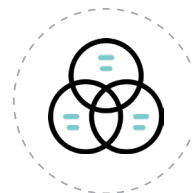
Description of the Market and Region

The Calisota region represents an area of three states (Calisota Region) somewhere west with a population of 10 million and approximately 1 million Medicare eligible individuals in the market.

The Organization

A fictional organization that has a footprint in the equivalent of approximately 6 states.

- Participating teams have to make strategic and operational decisions to run their organization
- There are 3 sales channels in the simulation:
 - » Internal Telesales
 - » Internal Field
 - » Brokers



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State of the Calisota Region

Economic growth is finally picking up again in the U.S. and even the CDC has finally suspended pandemic restrictions such as face masks, social distancing and quarantining after a COVID infection. While inflation has tempered any excitements about the low unemployment numbers and encouraging job reports, the fact that the national average for gas prices is finally easing up is giving consumers renewed excitement about the economy.

Although some commentators are still projecting a recession, few are complaining about the impact of the increased government spending to boost the economy. There is still a lot of uncertainty because of the unpredictable developments due to the fact that the crisis has changed trends in lifestyle and general consumer behavior over the last couple of years.

However, Calisota region is still better off than most regions in neighboring states, effectively resulting in people from neighboring states trickling into

Calisota region because of better job outlooks and quality of life. The housing market in Calisota region is fairly stable, and doing better than the national average. The ongoing construction of a mega hospital is also contributing to the buzz about Calisota.

The biggest draw for retirees is that the state has recently become one of the most tax friendly in the country with the repeal of state taxes on Social Security benefits, pensions, IRAs, 401(k)s and other retirement income. It also no longer has an inheritance tax or estate tax. This has made the region a huge and attractive proposition for Baby Boomers reaching retirement age and resulted in a relatively strong MA penetration growth during the first half of the year.

According to industry experts, the Medicare Advantage sector is expected to grow by 10% over the next several years. Disability and other insurance sales is expected to grow at a slightly lower rate of 5% annually, for the next two years.



Challenges & Opportunities

Regardless of the positive outlook of the Calisota region, the retirement dollars of seniors on a low and fixed income have been stretched by inflation and it is expected that many will be looking to shop around and switch during AEP. With only **17%** of seniors strongly trusting their health insurer and **9%** strongly trusting their agent, the industry faces a trust challenge that those who differentiate themselves could potentially turn into a great opportunity. In this competitive industry, every MA Organization and their sales channels are under increasing pressure not only to produce but to also generate leads and increase conversion rates.



Your Focus

This simulation is limited to just one period that is divided into 2 parts. Your focus is to prepare for the fast approaching AEP without completely losing sight of OEP which comes on the heels of AEP. Your focus also includes conducting an analysis of your sales pipeline as well as aligning your teams to outperform the competition. You will need to make several decisions on management, leadership and strategy. For each decision, you will be provided with several alternative solutions with varying implications. You need to weigh the pros and cons of each alternative. Unless noted otherwise, you can only pick one of the alternatives. In some cases you may also come up with your own option and simply explain the actions you will take.



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