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Competitive Strategy Brainstorming Activities



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Open Enrollment for 2021 coverage starts when?

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Identify which of the plans are part of the non-mirrored Off-Exchange options.

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Silver HMO 1950	Bronze PPO 1850	Silver 70 HMO Off- Off	PPO Silver 1950	PPO Silver 2600



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Place the following 2022 HMO highlights in order of your preference

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- 1st | Free meal delivery for members experiencing serious illness
- 2nd | Virtual mental health consultations
- 3rd | Discounted gym membership accepted at over 10K locations nationwide
- 4th | Doctor house calls
- 5th | Free non-emergency medical transportation for seriously ill members



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Rank the following HMO product selling points in Region 3.

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- 1st | Hospital network
- 2nd | Monthly premium price
- 3rd | Choice of HMO Medical Groups
- 4th | Our non-profit story
- 5th | Our company brand and reputation



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Single words customers would use to describe our HMO product in Region 3. (Submit up to 3 times)

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What are two reasons why customers would choose to buy an Off-Exchange plan over an On-Exchange plan?

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What's your most pressing question in regards to selling the HMO product?

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Reflect on and rate the following:

Not at all/Low	I have the information and resources I need to sell during Open Enrollment	Very much so/High
	Our sales goal is clear	
	My stress level with the new information	
	Our pricing and products are competitive this year	



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Which words would you use to sum up this training module?

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