

Why Medicare?

Baby boomers are aging into Medicare at a rate of 10,000 per day in the US. This market needs a resource for these healthcare decisions.

Medicare is not regular insurance, it's a specialization. Controlled by the government, this system requires expertise to navigate because of continuous changing.

Medicare is confusing. Everyone should have a trustworthy resource to help educate them and enroll them into the plan that's right for their needs and budget.

Your membership needs Medicare help. Even if you aren't targeting seniors in your marketing efforts, there are seniors in your membership that need this information.

Our Advisors

Our adaptable Medicare specialists are trained in your philosophies and taught to edify your brand with every member interaction.

We only focus on Medicare all day, everyday. This specialization sets us apart from competitors.

Our advising team has hundreds of years of collective experience in the Medicare world.

You can harness the benefit of our "brain trust." If one advisor hasn't seen a situation, another has. The depth of our experience is unparalleled.

What's in it for your CU?

Member retention. The more helpful resources you provide your members, the more of their trust you'll earn. Trust breeds loyalty.

New members. Medicare is highly referable which means when we market to members, we will find new member prospects in the process.

More cross-selling opportunities. We keep a "scorecard" system to refer back business as it's uncovered during Medicare conversations.

Ancillary revenue stream. The biggest value is member happiness, but for every enrollment, your credit union can generate funds to feed some of your other initiatives.

Be the hero. Helping seniors with Medicare makes you their hero. Because we edify you during Medicare conversations, your credit union is seen as the true resource, not us.

Turnkey Medicare Marketing: How We Reach Members

- Print and Digital Marketing Kits
- Unique Landing Page with Medicare rate comparison and RSVP function
- Unique Phone Answering Service
- Customized Workshops, Seminars, and Webinars
- Comprehensive Tracking and Reporting

Why It Works

- We're a third party independent insurance enrollment center. This means we do not house secure member data.
- We adhere to strict compliance guidelines in one of the most regulated industries.
- Our advisors exist to reinforce your core business and protect your member relationships.

On Click On Detroit Channel 4 News' Show "Live in the D" for our monthly Medicare Education segment.



You may have heard our subsidiary brand, Senior Health Medicare powered by Omega, around metro Detroit.

On our WJR Radio Show "My Medicare University" or at our WJR "My Medicare University" Workshops all over Metro Detroit.



Customizable Product Offerings

Products we offer are "a la carte"- choose one or all of them. This is what we offer you, it's your choice what to offer to members.

- Medicare Supplement
- Medicare Advantage
- Medicare Part D Prescription Plans
- Short Term Care
- Final Expense
- Dental/Vision/Hearing

Each of these products has a pertinent place in the Medicare industry and fill the "Four Holes to Medicare."

Who We Are

Omega exists to provide your aging members with an educational resource for Medicare. We offer a turnkey marketing package that seamlessly integrates with your existing marketing strategy to increase new member acquisition, retention, cross-selling opportunities via our "scorecard" system, even data reconciliation. We're the Medicare experts in your back pocket. We're here to help you provide the largest and wealthiest demographic of members a resource they are desperately seeking.

Omega is a Medicare resource that scales to accommodate any size membership while maintaining exemplary service and premiere product offerings.

Why Omega?

Independent. We have access to nearly every program under Medicare from all the insurance companies. This means there is no bias in our recommendations.

Real Service. Friendly Medicare experts are standing by for all things healthcare. We advocate on your members' behalf and serve as the liaison between your members and the insurance companies.

Non-Intrusive. Partners can use their state-of-the-art Medicare website to allow members to compare rates, learn more about Medicare via videos and webinars, or RSVP for an upcoming seminar- all from the comfort of their own home.

No Cost to CU or Members. We don't charge a fee for our services, so members can take advantage of this free resource from their credit union.



OMEGA

BENEFIT STRATEGIES

Let's Get Together

We'd love to talk to you about developing a custom Medicare marketing plan for your credit union. To learn more about how we add value for your members, contact our Partner Marketing Department.



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Helping you solve Medicare
puzzles for members.

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