

Start Talking About 2021 Client Plans Now

*Covid-19 is a moving target
It impacts income and expenses, as well as assets and liabilities.*

Health insurers are setting 2021 rates for commercial markets now . An [analysis from Covered California](#) indicates COVID-19 could cost between 2% and 21% of premiums this year. If insurers recoup that next year, individuals and employers premiums could spike 4% to 40%. Costs may moderate with new antivirals or a vaccine. However, while Drugs reduce the time and number of people in hospitals, they also cost money.

The study excludes Medicare and Medicaid, but the same model, variables, and dynamics apply there as well. The difference is payment comes from the Medicare Trust Fund, Federal and State taxes instead of individuals and employers.

Why it matters To Clients:

First and foremost, Covid-19 is hitting clients' income and savings now.

Risks of a medical costs (usually insured) and caregiving costs (usually uninsured) are on a higher plateau.

Many employees and business owners will face a large jump in medical insurance costs next year, and it is likely to persist to some degree over time.

Employers will be compelled to modify or terminate their plans which can drive employees into the ACA market shifting costs dramatically.

Family members who do use the ACA (and aren't low income) face a double whammy if the ACA loses more of its healthiest participants due to the added cost of Covid-19 coverage.

Income from both interest and dividends are under ongoing pressure making unexpected expense surprises more dangerous - and good health insurance even more important.

Older clients on fixed incomes may see deductibles and copays rise and face higher or uncovered drug costs.

The Social Security COLA isn't a good match for elder's consumption patterns or the cost of new drugs. Covid-19 impacts both.

Covid-19 is more than a moving health target and financial market disruptor. It is a moving target for personal health and wealth plans.

The question is – How will you help clients?

DSG helps financial services firms and institutions develop **Health & Care Funding Roadmaps**. With our strategic partners we help firms implement their differentiated marketing plans and reach their business objectives with a unique suite of education and advocacy tools as well as **information and networking programs**.

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