

# Broker Spotlight

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Lawley  
MEDICARE SOLUTIONS

## What brought you to the Medicare business?

In 2016 I was looking for a career change. I had always been told I would be good at sales, but I never found anything I really wanted to sell and could feel good about it. At one point in time, I wanted to be a teacher, and I've always enjoyed helping people and doing community service type of work. I feel the Medicare business wraps all that into 1 perfect career! I educate people about Medicare and the choices they will be presented with. I then enroll them into a plan (considered sales to some, but not in my eyes), and then my team and I will always be there to assist them in the future with whatever changes life throws at them.

## What benefit or plan or particular benefit(s) do you find to be the most important to your member(s)?

In the Univera Healthcare lineup offered in WNY, I like the SeniorChoice Advanced plan (it's what I've had my parents enrolled in since 1/1/2019). Access to a strong local network (with the ability to see a doctor outside of the network with POS coverage), extra benefits that actually work as advertised like dental/vision/OTC/gym membership, and a local customer service department that can be relied on to assist members in their time of need.

## How long have you been a Medicare broker?

Since May 2016

## **What has your experience been like working with Univera Healthcare?**

There has never been a hesitation when enrolling a client into a Univera Healthcare plan. I have full confidence that they will deliver the benefits listed on the plans they roll-out.

## **How do you prepare yourself for a successful AEP?**

Lots of meetings with our Lawley Medicare Solutions Team to plan and detail job assignments such as scheduling, sending & collecting SOA's and drug lists, and making appointment reminder phone calls to minimize no-shows. Craft and send a well written letter or postcard pre-AEP reminding my clients "it's that time of year," and reminding them they don't have to do anything if they're happy with their plan. Make time for my family, friends, and Buffalo Bills football so I don't get burnt out!

## **What advice would you give to someone new starting out in the Medicare world?**

Do the right thing every single time! Take care of everyone like you would want to be treated, and give them advice like you'd give to your parents, grandparents, or another loved one. Sometimes that means not changing the "new to you" clients plan who came to you for a review during AEP, but instead telling them their previous broker did a great job helping them select it. Take care of your clients, and they will refer you to others tenfold. Don't do it for the money/commissions, or you will fail your client and fail yourself. Read as much as you can when you're getting started, and NEVER stop learning!!

## **What do you find to be the most rewarding part of your job?**

I take great responsibility in knowing I am helping people make a very important decision in their life that can affect both the healthcare they receive and their financial responsibility for that care. I find great reward in knowing I did the right thing when those clients I've previously helped refer their spouses, co-workers, friends, and other loved ones to come see me for assistance as well.

## **Who or what has been the most instrumental in helping you succeed in this business?**

The support and understanding of my family (especially during the chaos of AEP), and my Lawley teammates who are like a family to me.

## **What local community organizations are you engaging with or supporting?**

As a testicular cancer survivor since 2004, I am the Founder & President of One Ball Foundation. [www.1BALL4TC.com](http://www.1BALL4TC.com). I am also a board member of Falconer Little League, Jamestown Babe Ruth World Series Committee, and Jamestown Area Community Federal Credit Union.



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