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Flexible Benefit Service Corporation Launches Medicare Unit to Help Insurance Brokers Serve this Rising Population

Flex teaching brokers how to be Medicare experts with complimentary events, other resources

ROSEMONT, Ill. (February 22, 2011) – Flexible Benefit Service Corporation (Flex) today announced the launch of a new campaign to help health insurance brokers serve the aging Baby Boomer population through its Senior Markets Sales Team.

According to [USA Today](#), one Baby Boomer will qualify for Medicare every eight seconds in 2011. That adds up to a record 2.8 million people who will qualify for Medicare in 2011, rising to 4.2 million a year by 2030. As millions turn 65, they will need guidance to select the best Medicare plans for their needs. Currently, just 20 percent of health insurance brokers are certified to sell Medicare plans, leaving the door open for brokers to generate new business with a guarantee issue product in a growing market with minimal competition.

Health insurance brokers can become the experts this marketplace needs when they work with the Flex General Agency. Flex offers educational resources and Medicare sales representatives who have been trained to help brokers ask the right questions up front. Flex also provides access to top-rated Medicare carriers, as well as enrollment and scrubbing services that simplify the sales process for brokers.

Health insurance brokers are invited to learn [“Why Health Insurance Brokers Aren’t Scared of Healthcare Reform” at a free webinar on February 24, 2011](#). Flex is also hosting a [Medicare Sales Strategies Seminar in Rosemont, IL on March 9, 2011](#), worth two CEUs. Health insurance brokers can attend either event free of charge.



“As the largest population in history turns 65, there has never been a better time to start selling Medicare products,” said John DiVito, president at Flex. “The Senior Market Sales Team offers everything brokers needs to be successful in this booming marketplace, at no cost to them.”

For more information on the Flex Senior Markets Sales Team, please visit

www.flexmedicare.com or call 866-472-5349.

About Flexible Benefit Service Corporation

Flexible Benefit Service Corporation (Flex), headquartered in Rosemont, Ill., offers access to leading solutions in the benefits administration and health insurance markets. Founded in 1988, the primary goal at Flex is to promote cost-effective healthcare through the use of consumer-driven strategies and tax-advantaged programs. With cutting-edge technology, strong industry relationships and superior customer service, Flex provides the resources to continually exceed this goal. For more information, visit www.flexiblebenefit.com.

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