

The Broker's Role in Navigating ICHRA

An Individual Coverage Health Reimbursement Arrangement (ICHRA) is a new player in the health insurance market. It's different than the group market, but don't worry, we're here to help you navigate it! As brokers, you'll need to shift your mindset and relinquish some control, but you'll also be empowered to provide even better service to your clients. Let's dive into the nitty-gritty of a broker's role in partnering with Take Command to implement an ICHRA.

Adopting a New Mindset: The Strategic Advisor and Facilitator

With ICHRA, you'll transcend the role of broker and become a strategic advisor and a facilitator. You'll need to:

Embrace Change

ICHRA is a new concept that requires a different approach. As a broker, you need to embrace this change, learning the nuances of ICHRA and how to optimize it for your clients' benefit. This may include understanding the regulatory landscape, the benefits and challenges of ICHRA, and how it differs from traditional group plans.



Share Control

With ICHRA, brokers are not alone; you get to share the responsibility with a reliable partner like Take Command. This means less administrative burden on your shoulders. You can focus on your core competency – understanding your clients' needs, providing strategic advice, and helping them make informed decisions.

Focus on Strategy

Stepping into the world of ICHRAs, one thing becomes clear – it's not a solo journey. As a broker, you've got a powerhouse partner in Take Command. With our suite of data, tools, and resources, you've got everything you need to deliver a compelling pitch to the C-Suite. But how does this partnership look in action? It's all about collaboration and leveraging each other's strengths. From goal setting and concept development to design iterations, communication rollout, and benchmarking, let's explore how partnering with Take Command can supercharge your ICHRA strategy.

Partnering with Take Command

Take Command offers a wealth of data and tools you can leverage to pitch to the C-Suite. Here's how the partnership can work:

- **Goal Setting:** Help your clients set realistic and achievable health coverage goals.
- **Concept Development:** Use your knowledge of the market and your client's needs to develop a tailored ICHRA strategy.
- **Design Iterations:** Work with Take Command to refine the plan design until it's just right.
- **Communication Rollout:** Assist in communicating the new plan to employees, ensuring they understand the benefits and how it works.
- **Benchmarking and Affordability Analysis:** Use Take Command's tools to help your clients understand the potential benefits and costs of an ICHRA.

The Take Command Way

How to work with us and what to expect



DEFINE THE
PROBLEM



ANALYZE AND
DESIGN



CONSENSUS
AND BUY IN



ONBOARD AND
ENROLL



ONGOING
SUPPORT

Embrace the ICHRA Opportunity

ICHRA is more than just a new type of health insurance, it's a revolution in how we think about health coverage. ICHRA offers a great opportunity for brokers to provide innovative solutions to their clients. By understanding and embracing your role in this new landscape, you can help businesses meet their health coverage goals, while partners like Take Command handle the details. Remember, change can be challenging, but it also brings exciting opportunities. Here's to your success in this brave new world of health insurance!

Learn More!

Visit takecommandhealth.com or scan the QR code.

