

## Role of the Agent/Broker

- Act as an employer/employee advocate to help insure the interest of the insured are represented
- Many agents/brokers are also small business owners and empathetic to health insurance challenges to themselves and their employees
- Serve as an exchange conduit assisting Iowa's employers and individuals in choosing appropriate coverage and benefits. For their service, agents receive commissions paid by the insurance companies, usually ranging 2-8%
- HIPPA, COBRA, OBRA, TEFRA, DEFRA – agents/brokers assist their clients in keeping compliant with federal, state and local legislature and regulation
- Serve as consultants for more complete plan designs and funding mechanisms, including risk pooling
- Act as a liaison between different insurance companies in a multi-state situation
- Assist insureds when transferring coverage due to retirement, employment change and family status change
- Assist insureds for underwriting purposes and claims issue resolution
- Help distill complex insurance information to manageable levels for both employers, employees and individuals
- Can arrange for third-party administration services for various lines of coverage
- Serve as an 'educator' and can conduct employee meetings and educational sessions on behalf of the employer
- Agents/brokers are required to keep themselves compliant and educated through continuing education classes. Thirty-six (36) classes every three years, including ethics classes
- Agents/brokers pay federal, state and local taxes