

AP Producer News

Diversify Your Client Base with Business Health Trust's 7/1 Anniversary Date Trusts

May 23, 2022

Expansion of medical product suite with focus on affordable virtual care among highlights for 2022.

Looking for an opportunity to simplify your business model by diversifying your book of business? The 7/1 anniversary date is right around the corner for the Business Health Trust Industry Health Trusts with medical from Premera Blue Cross.

The July renewal cycle is a great reminder of how Business Health Trust (BHT) is dedicated to helping small businesses navigate the complex world of health insurance and health benefits. Now is the time to take advantage of this opportunity to diversify your book of business and better serve your clients.

Your dedicated sales representative is ready to help expand your year-round selling opportunities with these 7/1 anniversary date Trusts. As a reminder, at right are the BHT Industry Health Trusts with medical from Premera Blue Cross that are renewing July 1.



Some highlights for the 2022 plan year include:

- **Premera NOW:** Virtual care is available 24/7 across the country at a \$0 copay through these 3 new plans that are focused on virtual care at affordable prices, with deductibles of \$1,000, \$3,000 and \$5,000. [Watch the Premera NOW Producer Training Video.](#)
- **Voluntary Life Open Enrollment:** A one-time election opportunity for Voluntary Life is available to ALL employees in 2022, with access for up to \$100,000 guarantee issue without answering medical questions. Want to help your clients understand whether this is the right choice for them? Download this worksheet to help them gauge [How Much Life Insurance is Enough.](#)

For more information, download the [July 1 Producer Renewal Bulletin for the BHT Industry Health Trusts with Premera Blue Cross.](#)

5 New Clinics Now Open to Your BHT-Premera Clients

Primary health care options for Business Health Trust members are growing across Washington state through a valuable partnership between Premera Blue Cross and [Kinwell Medical Group.](#)

Through their [collaboration to improve access to primary care](#) in Washington, Kinwell Medical Group has opened five new primary care clinics across the state accessible exclusively to people who have Premera Blue Cross, Premera Blue Cross Medicare plans or LifeWise Health Plan of Washington as their primary insurance, as well as BlueCard holders.

Please help us share this important news with your clients enrolled in Premera medical by sharing the post [5 New Clinics Now Open to Business Health Trust Members Enrolled in Premera](#).

Join the Toast of Seattle at the World Trade Center Seattle May 24

World Trade Center Seattle (WTCSE) is an innovative partnership that brings together the Port of Seattle, the international trade community, leading regional and international corporations, and an impressive array of nonprofit organizations. On May 24, you have an opportunity to visit and learn more about WTCSE while meeting other professionals from the region at the [Toast of Seattle](#).

As the sponsor of this series, Advanced Professionals Insurance & Benefit Solutions has a limited number of complimentary registrations available to our Business Health Trust partner producers. If you are interested in attending as our guest, please email communications@advprofessionals.com to request your complimentary registration. Tickets will be distributed on a first-come, first-served basis.

The event from the Seattle Metropolitan Chamber of Commerce takes place from 7:30-9:30 a.m. and features three rounds of structured networking. The Seattle Chamber is the plan sponsor of Business Health Trust.

Contact Your AP Sales Team

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