

# The NAHU Value Proposition



**The National Association of Health Underwriters is the premier trade association for health insurance agents and brokers. It represents more than 100,000 licensed professionals across 200 chapters throughout the country.**

**From lawyers to realtors, professionals in every field benefit from joining their professional organization. These organizations advocate on their members' behalf, provide members with educational and networking opportunities, and more. It's a vital step in one's career, regardless of field and when you take that step, it's a symbol of your professionalism.**

**Credibility – your knowledge, expertise, and experience are priceless when it comes to your professional career. NAHU members are the experts in our industry – the best of the best.**

***See what NAHU has to offer.***



# Advocacy



NAHU conducts advocacy efforts at the state and federal levels of government to advance the interests of health insurance professionals and to promote affordable and responsible private health insurance market solutions.

How important is it to have professionals working for you in Washington, DC?

*“To get something done in Washington you have to stand out among the many – you have to have influence and well-earned respect,” she said. “You have to understand the intersection of politics and policy and have relationships and knowledge gained from years of hard work. NAHU is a trusted resource for Congress and the Administration, and the influence we have built over years allows us to work for our members and their clients on the issues that are important to them.” ~Janet Trautwein, NAHU CEO*

Influence like this is not something that happens overnight, nor does it just happen once. We are present and accounted for and on the job for our members. We are visible and at the table on the issues that matter to our members and their clients. NAHU meets regularly with members of the administration, including domestic policy staff at the White House, the Secretary of HHS and the head of healthcare.gov. NAHU’s premier grassroots program, [“Operation Shout”](#) puts you and your clients in touch with your members of Congress. No matter what health insurance products you sell, NAHU is your advocate.

# Professional Development



*"The pursuit of credentialing serves as a mark of distinction that our members' clients appreciate and seek in their business dealings. Not only do credentialed agents set themselves apart from their competitors, it is proven those who earn designations have higher penetration and economic value in the industry. The knowledge gained from NAHU professional development offerings keeps benefits professionals on the cutting edge of the services they provide to their clients." ~Farren Baer, NAHU Sr. VP of Professional Development*

Consider just some of what NAHU offers health insurance professionals:

- Certification courses on a variety of subjects including ACA Compliance, Self-Funding and Advanced Self-Funding, Account-Based plans, including HSAs, HRAs, FSAs, and more, HIPAA, Wellness, Worksite Marketing, Individual Health Insurance and more.
- The highly desired and newly revised REBC designation program, which allows NAHU certifications to be combined with American College courses to meet designation requirements;
- Free monthly training through our Compliance Corner on key issues;
- Our exclusive Running Your Business webinar series, focusing on providing members with information on issues related to operating their businesses.

This is just a sample of what you get when you are a member of NAHU. If you or someone you work with isn't a member of NAHU, why aren't you?

# Compliance Information



We live in a world where actions have immediate results. The insurance profession is dictated by laws and regulations that can change rather quickly. Actions by Congress and government agencies have an immediate impact on your clients. As a result, getting immediate updates to your clients is critical to you and your clients' success.

NAHU has a members-only blog, [ComplianceNOW](#) that features expert discussion and advice for members on many compliance questions and concerns.

- NAHU conducts quarterly [“Live from NAHU!”](#) Webinars that offer members exclusive one-hour sessions with key Government Relations Staff members on updated legislative topics at no additional cost to members.
- NAHU hosts monthly [Compliance Corner webinars](#) at no cost to members.
- NAHU provides individualized private written responses to questions posed by members on the [Ask a Question](#) section of our Compliance Corner. These individual responses are at no additional cost to members and complement the numerous [FAQs](#) and [other materials](#) on the Compliance Corner.

Membership with NAHU is one of the most important and valuable commodities available in our industry. This is just a sample of what you get when you are a member of NAHU.



# Networking



Many members state that they joined NAHU and remain a member because of the networking opportunities that exist. There are two national meetings – Capitol Conference in Washington DC (held in February/March) and the Annual Convention and Exhibition (held in June/July). NAHU's more than 200 chapters also hold state and local meetings each month. Besides interaction with other insurance professionals, attendees can learn about different products and markets, best practices, and sales strategies. At Capitol Conference, attendees spend two days lobbying their congressional offices to discuss health care and health insurance, as well as attending educational breakout sessions pertinent to their market. At the Annual Convention, attendees meet with more than 100 vendors, attend professional development sessions, and vote on association business.

NAHU's [Broker to Broker \(B2B\)](#) has long been one of our most popular member benefits. The ability to exchange information and ideas through our multiple dedicated discussion communities is incredibly valuable for many NAHU members. And to enhance the experience, the community includes an information portal and links to tools and information on the discussion topic.

Networking with other professionals is a key aspect of your profession and one of the most important elements of membership. Attending NAHU in-person or virtual meetings is a valuable part of membership and is essential to stay up-to-date about products, sales opportunities and industry activities!

# Industry News & Reviews



The ability to keep up to date with federal and state legislative, regulatory and industry changes is critical. NAHU members have terrific resources that enable them to stay informed, thereby doing what is right and legal for their clients. The top health insurance professionals are also the most informed professionals and one of their most important resources is America's Benefit Specialist (ABS) magazine, the official publication of NAHU.

NAHU publishes [America's Benefit Specialist Magazine](#) 10 times each year. NAHU also shares relevant association and industry news through our *Daily Newswire*, email blasts, topic-specific newsletters serving the Medicare and Long-Term Care Insurance markets, and the weekly *Washington Update*. This is in addition to sales tips, motivational pieces, new product information, and important highlights.

*"The ABS magazine offers subject diversity of insurance products and I always find articles of particular interest to help me be better informed. It is one of the reasons I belong to NAHU."*

Whether you are a producer, consultant, manager, business owner, account executive, company representative, or anyone else working in the health insurance industry, the ABS magazine has something for you.

# Getting Ahead



We live in a competitive world. You compete every day for business – whether it is a new client, or trying to convince an old client to stay with you. So the question to you is – how do you stand out and get ahead? How do you promote the good you do for your clients every day?

NAHU helps agents and brokers grow their business. From essential resources, such as timely policy positions, [infographics](#) and [social media tools](#) to our [NAHU Healthcare Happy Hour](#) podcast, NAHU provides cutting edge information that will help you win new clients and provide the best value to those you already serve.

NAHU is going to bat for you every day, promoting the role that a broker/agent plays in the health insurance game. What price would you have to pay to do this on your own? Is there a way to calculate the value of building influence?

If you are not a member of NAHU, why not? Your membership with NAHU will continue to be one of the most important and valuable commodities you possess!