

Big savings potential – quoting with IMQ for Aetna Funding AdvantageSM

Producer information sheet



What you need to know about IMQs with Aetna[®]

1. Individual medical questionnaires (IMQs) allow us to provide most accurate quotes to your clients.
2. With IMQ Elite, we handle all aspects of collecting and submitting IMQs. You just send the group information and a census to our IMQ Elite mailbox. And we'll get employees to fill out the questionnaires.

Employees can fill them out on any device, including smartphones. We'll call them directly and get them to fill in any missing information via the FormFire app.

3. When you use IMQ elite, we pre-populate the Springboard census template for the you. All you'll need to do is review and edit it, if needed.

Everyone benefits with IMQs:

- **30 percent higher surplus** per subscriber on average.*
- **31 percent average close ratio** for Aetna groups quoted with IMQ versus 11 percent average close ratio for groups quoted using CURV.*
- **10 percent higher retention rate** for groups sold with IMQ compared to CURV.*

Quoting Aetna Funding Advantage cases using IMQ benefits you, your clients and their employees. And the IMQ Elite team makes it easy to get IMQ quotes quickly.

Get started with IMQ Elite by emailing AFAHealthAppSupport@Aetna.com. Be sure to include a quote cover sheet and member level census.

To learn more, call your Aetna representative.

Funding arrangement:

Aetna Funding Advantage

Target customer:

Small employers willing to do a little bit of extra work to save money.

Customer type: New business

Availability:

Available: 2–100 eligible employees

Required: IMQs are required for certain group sizes in all Aetna Funding Advantage states except CA, ME and RI. Ask your Aetna representative for state-by-state requirements.

*Results based on an internal analysis of Aetna Funding Advantage quoting and sales data from JAN 2021 to DEC 2021.

Aetna is the brand name used for products and services provided by one or more of the Aetna group of companies, including Aetna Life Insurance Company and its affiliates (Aetna).

Aetna Funding AdvantageSM plans are self-insured by the employer and administered by Aetna Life Insurance Company.

[Aetna.com](https://www.aetna.com)

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