

# Life Events for a Health Planning Analysis



Some life events are **age-based**...



- 65th birthday (Initial Medicare Enrollment)
- Having a baby
- Dependent turning 26 (aging off parent's policy)

Others are tied to **losing employer coverage**...



- Retirement
- Job loss
- Retiree Health Benefits
- COBRA coverage (exploring, leaving early, running out)

And a few are related to **the household**...



- Relocating or change of address
- Change in marital status (marriage, divorce or widowed)
- Change of income (eligibility for CHIP/Medicaid)
- Disability (eligibility for Medicare)

The Life Events above need to be **monitored year-round** as they can happen at any time.

Tips:

- Use your CRM, filter by age, and set reminders for 65th and 26th birthdays (Medicare enrollments and dependents aging off parent's policy, respectively).
- Add a health insurance review as part of the retirement planning discussion (COBRA, Marketplace, Retiree Benefits, or Medicare depending on age and benefits offered).
- Other triggering events, like moving or a change in marital status, need to be remembered by the advisor.

**Don't forget seasonality plays a role in healthcare planning, too! The timeline below can be integrated into your service calendar:**

