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Welcome to the latest issue of Keeping You In The Know - your resource to learn about the individual marketplace and recent Via Benefits news.

In this issue, I'm excited to share the Via Benefits partnership with Humana! Together, we have created a hybrid marketplace that combines the value of the individual marketplace and Group Medicare plans – a solution that is appropriate for specific plan sponsor scenarios. Additionally, a hybrid solution offers:

- Expanded retiree purchasing power while limiting employer risk
- White-glove service that offers dedicated advocates to retirees and simplifies administration
- Personalization and choice of individual and group plan options
- Maximum retiree value

For more information on the hybrid model, please contact me.

Useful Links:

- [Via Benefits](#)
- [Discover Via Benefits](#)
- [Eye on 65](#) podcast
- [Newsletter Archives](#)

Contact Me:

- [Email](#)
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Kathleen



Take 20

Learn about Medicare fundamentals in a replay of the new Via Benefits webinar series Take Twenty, a quarterly webcast hosted by my colleagues [Jenny Morgan](#) and [Ryan Ruska](#) that breaks down topics related to retiree healthcare in small, digestible discussions.

[Watch the replay >](#)



Only the beginning

At Via Benefits, enrollment is only the beginning of a great relationship. We treat our members like we would our loved ones to let them know we are there for them, even as their needs change with age.

[Watch the video >](#)



Via Benefits Blessing Bags

December marks National Giving Month. Learn about Via Benefits' partnerships this year with non-profits serving seniors to create blessing bags containing essential items, such as personal care products, that are given directly to the seniors they serve.

[Learn more about the non-profits >](#)



Connect with Via Benefits

Meet us at the Health Benefits Conference Expo to learn how an individual marketplace approach to retiree healthcare can help your clients offer plans as unique as their retirees are. Be sure to check out my colleague [Jon Andrews](#)' presentation on "Modernizing Retiree Health Care With a Hybrid Approach," where he will offer even more insight into our partnership with Humana.

[Learn more >](#)



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