

# Grow Your Business in the Restaurant, Leisure and Hospitality Markets

## MAKING NEW SALES IS NOW MUCH MORE COMFORTABLE

*In the United States, the restaurant, leisure and hospitality industries represent a nearly **1 trillion dollar market**. 3.5 million Californians work for these companies.*

This market is challenged by participation in other underwriter requirements. Having our more flexible guidelines will help you create a strong foothold in 2023. This strategy applies to all groups with SIC Codes that begin with (first two digits) 58 and 70.

Key selling points for these clients include:

- ✓ **Current rates nearly 30% lower** than our total book of business (BOB) average
- ✓ Yearly rate increases that average **below market trend**
- ✓ Offering second-year **rate caps for restaurant, leisure and hospitality markets**
- ✓ **Retention rate** is higher for these industries than our broader BOB

Our plans include **tailored networks** that feature:

- ✓ **Competitive terms** for initial groups
- ✓ **Relaxed membership rules**, compared to other carriers
- ✓ Opportunities for aggressive **slice strategies** and more

Plus, our seasoned Account Management team understands the unique needs of these markets. They can provide you with know-how and insight to help propel your success.



### Call us

If you have questions or would like more details about these unique markets, contact your Health Net sales rep or account manager.



### How to get a Health Net quote for these groups:

Submit the information below to us and we'll compile a quote based on their business needs:

- Employee census
- 3-year carrier history
- 3-year plan design history
- 3-year rate history
- Most recent available renewal

Send the information to [HNLargeGroupQuotes@healthnet.com](mailto:HNLargeGroupQuotes@healthnet.com)

Turn around time for complete quote requests is typically 5 days or less.