



## Real-world Success: Fenyx Health's Group Medicare MSA for Sole Proprietors

## 20 Minutes, 2000 Leads

by Drew Polish • 03/18/25 • Guilford, CT

### Background

During a training trip to Connecticut, I had the opportunity to explore real-time outreach strategies for our Fenyx Health Group Medicare MSA product. With a few unscheduled hours one afternoon, my colleague Adam and I decided to get creative and do some grassroots prospecting — introducing ourselves and our product directly to local businesses.

### The Approach

We began by visiting several local Chambers of Commerce and met with the chamber presidents to discuss possible partnerships. With about 30 minutes left in our day, I suggested we try reaching out to a local realtor association, knowing that most of their members are sole proprietors — a perfect audience for our new Group Medicare MSA sole proprietor plan.

A quick Google search led us to the area's association of realtors, just 10 minutes away.

### The Outcome

We walked in and were greeted warmly by the association's president. I introduced us and shared that we were in the area with a new Medicare product that might be a great fit for self-employed realtors. She referred us to their member services director, who explained that joining their association as an Industry Partner (\$275/year) allowed us to enjoy benefits like leaving marketing materials in their office and hosting in-person and online sessions with members.

The director also shared that 42% of their 3,000 members are 60 years of age or older, and all are 1099/sole proprietors. Factoring in assumptions around spouses, that's approximately 2,000 leads.

A great outcome for just \$275 and 20 minutes!

### Why It Matters

This is just one local example, but it highlights the massive opportunity nationwide for agents offering our Group Medicare MSA:

- Approved in all 50 states and every zip code
- No scope of appointment required for outreach to group members
- No AHIP required — only a health license and product certification
- Year-round enrollment, thanks to the group chassis
- Steady PMPM commission for the life of the group (no renewal drop)

### Final Thoughts

We're confident that good agents will appreciate having another powerful solution in their toolkit — especially one with this much reach and flexibility.

We'd love to help you explore how Fenyx Health can support your success.

Warm regards,

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