

Healthplansny.com Presents...

IN Touch

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Hello!

This issue of *In Touch* is being sent to your courtesy of:



Jay Gerlitz and Bill Behr

It's our way of saying that you are important to us and we truly value your business. Please feel free to pass this newsletter along to friends or neighbors. If you have any comments or suggestions, contact me at: **914-633-1717**

Funny Bone



Steven Wright is a comedian of the absurd. Here are a few of his off center observations:

- I intend to live forever—so far, so good.
- The problem with the gene pool is that there are no lifeguards.
- Bills travel through the mail at twice the speed of checks

Shopping Online: The Latest Trends

Going to the Mall? That's sooo 20th Century

Online shopping is the positive trend in retail today. Here's how it adds up as compiled by the shopping Web site Coupon Sherpa:

- 63 percent of online shoppers are female; mothers are the fastest growing demographic group
- Americans spent more than \$330 billion online in 2010
- U.S consumers aren't the world's most prolific online shoppers, South Koreans are the highest percentage of online shoppers. Followed by Germany, The United Kingdom and Japan running a close second. The United States comes in at No. 8
- The most popular online product? Books, followed by clothing, videos and games, airline tickets and electronic equipment.
- 60 percent of consumers confine their shopping to a single site. The most popular shopping site is Amazon.com

What to Do When Your Co-Worker Is A Procrastinator

Do you work with a procrastinator? If you do, your patience could be wearing thin.

Here are a few do's and don't's for dealing with a procrastinating co-worker.

- Try to work it out with the person directly. Don' go running to the boss first thing.
- Deal with the person directly—or keep your mouth shut. Badmouthing a co-worker is usually a bad idea.
- If you do talk to the procrastinator, remember that you are still going to have to work with the person once your conversation is over. Try not to lash out in anger. Try to refrain from saying things you might regret.
- Try to keep balance between helping the person and not letting yourself be taken advantage of.

- Source: HR.com



Standard & Poors: Health Care Costs Up 5.38% For the Year:

The average per capita cost of health care services covered by commercial insurance and Medicare programs increased by 5.58 percent over the 12-months ending May 2011, according to data from Standard & Poor's Healthcare Economic Composite Index.

Health Care Inflation Slows For Employers:

The cost of medical care for people in employer-sponsored health plans rose at an annualized rate of 3.8 percent in the first quarter of 2011, according to the Thomson Reuters Healthcare Spending Index for Private Insurance.

Do You Know the 5 Fattest States In America? Here they are in "Size" Order:

- # 1: Mississippi—34.4% Obesity Rate
- # 2: Alabama—32.3% Obesity Rate
- # 3: West Virginia—32.2% Obesity Rate
- # 4: Tennessee—31.9% Obesity Rate
- # 5: Louisiana—31.6% Obesity Rate

Source: BenefitsPro Online

THE SHIFT TOWARD LIFE INSURANCE

Why might the wealthy be directing more money into this middle-class bedrock?

For generations, Americans have thought of life insurance as a midlife purchase of the middle class. Today, that perception is less accurate.

Wealthier Americans seem to be buying more life insurance. Affluent individuals are recognizing what it may help to accomplish for their families and their companies. They see the twofold tax break offered by whole life and universal life policies - the death benefit goes untaxed, and the policy has a chance to accumulate cash value through a tax-deferred savings or investment account.

As tax rates may rise before the end of the decade, cash value life insurance may seem increasingly attractive to those in the top tax brackets.

Here is some recent history to mull over:

In 2007, a striking 55% of tax-free investment gains inside universal life and whole life policies belonged to the wealthiest 10% of U.S. families. In fact, 22% of these assets belonged to the richest 1% of American families. (That data comes from the Federal Reserve.)

In that same year, the life insurance industry research group LIMRA conducted a survey for the *Wall Street Journal*.

It found that policies for \$2 million and more comprised almost 40% of the face value of whole life and universal life policies sold that year. In 1997, large policies made up just 10% of the life insurance market; in 1987, they made up 1% of it.



“Whether you see life insurance as an alternative investment or merely a resource to pay estate taxes or facilitate a buy-sell agreement, it may have merit as a complement to your retirement strategy.”

Prudential Financial Inc. says 31% of its life insurance policy sales in 2009 were made to households with investable assets of more than \$250,000. In 1999, that demographic accounted for just 19% of its life insurance policies in force.¹

When you consider that households with adjusted gross incomes above \$250,000 face a 0.9% income tax increase and a new 3.8% investment income tax in 2013, you have yet another factor that may contribute to the trend.²

An option to consider. Whether you see life insurance as an alternative investment or merely a resource to pay estate taxes or facilitate a buy-sell agreement, it may have merit as a complement to your retirement strategy – especially given the volatility of the stock market and the possibility of higher income taxes in the next few years.



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A Good News Newsletter full of Useful Facts for Your Business

Marketing Tip Of The Month



Is Your Business on Facebook? Why Not?

Facebook has more than 500 million users and the number is growing daily. If Facebook were a Country, it would be the third largest in the World. At any given time there are more than 200 million people on Facebook. Are you using this free service to promote your business?

Every major business in America, is on Facebook and encouraging people to join or “Like” them. If you pay attention to their TV commercials and advertisements, you will also see them promoting their Facebook fan page everywhere. Companies like Amazon.com which has over 1.2 million fans, Geico.com almost 200,000, Apple more than 700,000 fans and on and on. There must be a reason that these businesses are doing this.

Let's do some simple math: The average Facebook user has about 135 friends. If you could get 100 of your current clients to like your Facebook page and each client has an average of 135 friends, you would have access to 13,500 (100x135) potential customers for free.

If you stop and think about those statistics for a minute, it's easy to see how Facebook can be a very powerful sales tool for just about any business.



From The Random Fact File:

- **Starfish have an eye at the end of each leg.**
- **There is a Dr. Pepper Museum in Waco, TX.**
- **10 doctors in the U.S. have the last name 'Nurse.'**
- **Thomas Edison invented wax paper.**
- **Termites eat wood twice as fast listening to heavy metal music. (I wonder who did this study).**
- **7 billion particles of fog would fit in a teaspoon.**
- **Half of all Americans live within 50 miles of where they grew up.**