



## **VOLUNTARY INSURANCE PARTNERS**

Protecting what matters most

### **Bloom TV Tampa Bay Interview**

#### **Featuring Joey Bianco – Voluntary Insurance Partners**

BLOOM (TAMPA) – As the cost of health care continues to rise, more American families are finding themselves financially vulnerable—even when they have medical insurance. Joey Bianco, Consultant and Insurance Broker Partner at VIP, joined Gayle Guyardo on the globally syndicated health and wellness show Bloom to break down the latest trends in medical insurance and why supplemental coverage is quickly becoming essential.

#### ***The Growing Need for Supplemental Insurance***

Bianco explains that today's average American family is struggling to afford traditional medical insurance. Even with coverage, many people are shocked to discover that they are responsible for more out-of-pocket costs than ever before.

"Health care providers are offering less coverage than in previous years," Bianco notes. "We're seeing higher deductibles, more coinsurance, and greater financial exposure for families."

This shift means that medical issues often turn into financial issues. A single accident, unexpected diagnosis, or temporary inability to work can create serious economic stress.

Supplemental insurance, Bianco says, is designed to fill those gaps.

“It’s one of the most important ways people can protect their financial wellness,” he adds.

“Supplemental coverage helps shield families from the financial burden that comes with medical events and rising costs.”

### ***What Supplemental Policies Cover***

According to Bianco, supplemental insurance is not one-size-fits-all. It includes several different policy types, each offering targeted protection:

Accident Insurance – Helps cover expenses after an unexpected injury.

Critical Illness Insurance – Provides financial support after diagnoses like heart attack, stroke, or organ failure.

Cancer Insurance – Assists with costs related to cancer treatment and recovery.

Short-Term Disability Insurance – Replaces a portion of income if someone is temporarily unable to work.

“These policies help people think about protection in a more strategic, proactive way,” Bianco explains.

“It’s about preparing for the unexpected so a health issue doesn’t become a financial crisis.”

### ***How to Access Supplemental Benefits***

People can obtain supplemental insurance through two main avenues:

Through their employers, often during open enrollment.

Through the open market, by working with a licensed insurance broker.

Bianco emphasizes the importance of reviewing available options—especially as coverage needs evolve over time.

### ***Why Employers Are Investing in Supplemental Benefits***

Supplemental insurance isn’t just valuable for employees—it’s also a powerful tool for businesses.

“Offering these benefits helps employers improve recruiting and retention,” Bianco says. “It shows employees that their well-being matters and creates a competitive advantage in the job market.”

In addition, supplemental benefits can help companies reduce certain tax liabilities, making them a strategic investment in both workforce health and financial stability.

### ***With the Holidays Approaching, What Should People Keep in Mind?***

Bianco offers timely advice as families prepare for the busy holiday season and upcoming enrollment periods:

### ***For Individuals:***

“Talk to your employer about what benefits are available. Don’t leave valuable coverage on the table.”

### ***For Employers:***

“You play a critical role in protecting your employees and their families—while also strengthening your business. Reviewing and enhancing benefits now can make a major difference going into the new year.”

As health care costs continue to rise, supplemental insurance is becoming less of an option and more of a necessity. Through education, strategic planning, and open conversations between employers and employees, families can better protect their health and their financial future.