



BASIC FEATURES OF THE HEALTH INSURANCE TRAINING PROGRAM

Ali CİVAN: In Charge of The Program

Content: Basic Information on Health Insurance, Health Insurance Applications in Turkey, Past-Present, Comparison of Health Insurance System in Turkey and Worldwide, Health Insurance Marketing and Sale, Agency, Advertising, Future Trends in Health Insurance, Health Tourism and International Assistance Services

Education Dates: May 3-4 2014

November 1-2 2014

Time: 2 Business Days, 6 Course Hours a Day

9:30-12:30 Course

12:30-13:30 Break

13:30-16:30 Course

Target Market: As The Target Market, There are Sales Consultants Selling Health Insurance, Agencies of The Insurance Companies Which are to be Directed to The Health Insurance Sales, Graduates of Banking and Insurance Business Departments Who Would Like to Branch Out and Have a Job The Health Insurance Purchasing or Research Managers of The Major Companies Who had Corporate Policy...

Additional Information: There are No Restrictions In The Number of Periodical Participation. Sample Studies will be Included in The Training with Barco-Vision.

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1.Day-

The Concept of Health Insurance

Introduction to The Health Insurance

Building Stones of Health Insurance (Exemption, Sur-Premium, Discounts, Renewal, Replacement Warranty)

The Application of The Health Insurance in The World and in Turkey

Health Insurance Companies in Turkey

Where are We Situated in The World in Terms of Health Insurance?

SGK, Private Health Insurance and General Health Insurance Components
Corporate Health Insurances

Travel Health Insurance

Economic Health Insurances

Emergency Health Insurances

International Health Insurances

Damage and Contractual Institutions in Health Insurance

Sales Resources, Agency, Broker, Consultant in Health Insurance

Selection of The Company by The Sales Supply or Agency in Health Insurance

Relations of The Sales Supply and Agency with The Insurance Company
Within

The Business Process in Health Insurance

The Company Selection of The Insurance Holder Nominee and Policy

Renewals in Health Insurance

2. Day :

Health Insurance Owner First Year in Health Insurance System

Health Insurance and Honesty is The Best Policy

Health Tourism

The Solution of The Damage Problem in Health Insurance – Model Study

Market Research and Marketing in Health Insurance

Not to Be The Wall Flower in Health Insurance Marketing

Sales and Courage in Health Insurance

Relations of The Health Insurance Salesmanship, Insurance Holder with Their Hobbies

The Motivations of The Insurance Holder in Health Insurance Marketing, Damage and Problems

Agency and Insurance Holder in Health Insurance

Health Insurance Marketing Research – Model Study

Education Price:490 TL+KDV

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