



## The Health Insurance Coach



**Tap into healthcare policy expertise of trusted St. Louis radio personality and co-host of Straight Talk on Retirement, Erin Lapidus.**

Do you need someone who can break down changes to the Affordable Care Act and Medicare funding that will directly impact your audience and their coverage? Are you looking for a specialist who can take complex policies and deliver details in laymen terms?

Erin, known as the Health Insurance Coach on the popular KTRS radio show, Straight Talk on Retirement, is warm, engaging, and ready to offer her expertise as needed. **PRESS TO PLAY >**



**Bring in a local specialist to break down the implications of national and statewide policies on retirement and healthcare planning**

Erin Lapidus, Vice President of JBL Financial, offers sound advice on relevant topics of most interest to baby boomers and current retirees—retirement planning and health care policy. Lapidus is a poised, authoritative speaker and has many years of broadcast experience as co-host of **Straight Talk on Retirement on 550 AM, KTRS Radio**, making her the perfect guest or panel member.

### Here's why audiences trust Erin:

- She simplifies complex medical terms and plans to help clients make better choices
- She's adept at answering tough questions from her radio audience live, on-air
- She offers cost free personalized coaching on:
  - Evaluating complex medical plans that allow clients stay with current, trusted physicians
  - Comparing COBRA benefits to individual health insurance plans to deliver the best options for continuity in healthcare
  - Making the transition into Medicare

### Erin can offer your audience expertise in the following topics:

- What are my options for Medicare?
- How will changes to the ACA impact my current income and my retirement plans?
- When should I claim Social Security?



#### Erin Lapidus

##### Vice President

Erin earned her Bachelor degree from the University of South Florida and currently serves as Vice President of JBL Financial Services, Inc. where she focuses on helping her clients ease into their new found retirement while cost effectively addressing their medical needs. Erin is a seasoned broadcaster and has earned the trust of thousands of St. Louis area listeners by offering free financial, investment and insurance advice on KTRS radio's Straight Talk on Retirement, airing Saturdays at 10a.m and 5p.m.

For more information and to scheduled Erin Lapidus as a guest or panel member for an upcoming segment, please contact Katie Smiley, Marketing and Communications Manager: [Katie@jblfinancial.com](mailto:Katie@jblfinancial.com)