

William J. Pokluda, ISCEBS

Podcast Media Sheet



William J. Pokluda is a certified benefits professional and health insurance advocate with over 30 years' experience managing employer benefit plans. He has helped thousands of people understand their health insurance options enabling them to **increase their health insurance literacy** using simple, practical advice.

Author of ***Maximize Your Health Insurance, Keep more money in your pocket*** available on [Amazon](#). The book explains proven practical strategies and tactics people can put into action immediately to take full advantage of their health insurance. William tackles a wide range of topics such as understanding health insurance terms, how to choose a health plan to meet your needs, discovering what your plan covers, navigating tools and resources, and handling your claim issues.

William simplifies the health insurance landscape and gives insight into industry best practices for people who get their health insurance through an employer or from Healthcare.gov. He advocates health insurance literacy best practices on his blog [Maximize Health Insurance](#) and on Facebook @William J. Pokluda guiding people towards higher quality of healthcare and savings.

Based on research studies, poor health insurance literacy is very common:

- 61% of people forgo \$372 (or more) annually choosing the wrong health plan for their needs
- 88% of U.S. adults cannot calculate an employee's share of health insurance costs
- Over 50% of adults have inadequate understanding of health insurance terms
- Young adults are 151% more likely to have inadequate health insurance literacy compared to older adults
- Only 12% of American adults have proficient health literacy which means most Americans are unable to effectively function in the health care system
- Low health literacy leads to poorer use of health care services and poorer health outcomes

Potential Interview / Segment Topics.

- Tactics people can do now to be an active consumer of their health insurance and save money
- What does it mean to go "In-Network" vs. "Out of Network" and why does it matter
- Key features to consider during open enrollment when choosing a health plan
- What to do when your claim is denied or not processed as expected
- Evaluate whether to remain on your parent's medical plan or one through your employer
- Pitfalls of enrolling in Medicare if still employed and eligible for an employer's medical plan

William can share anecdotal stories based upon his years of experience working with employees.

Contact Maximizehealthinsurance@gmail.com

Special Promotions: William can deliver health insurance literacy educational sessions and offer discounts on bulk book purchases of the Maximize Your Health Insurance book.