



# INSURANCE LEADERSHIP PODCAST

*Tools for success in the industry*

## Simple Solutions in a Complex Market

### *Episode 58 Show Notes*

Welcome to the Insurance Leadership Podcast, and welcome to 2026. In this episode, host Ben Markland is joined by Mark Lampen, owner of Health Insurance Specialist. With more than three decades in the industry, Mark brings a grounded perspective on leadership, adaptability, and what it really takes to serve agents and employers well in a challenging market.

### **Staying Relevant in a Rapidly Changing Market**

Mark talks about what relevance really looks like today. With rising premiums, new carrier models, and increased pressure on employers, agents can't afford to just deliver renewals and move on. Staying relevant means understanding what's happening in the market, learning how strategies like GAP and level-funded plans actually work, and being willing to bring new ideas to the table when clients need help the most.

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*The agents who stay curious, keep learning, and bring solutions—not just updates—are the ones who continue to grow.*

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### **Balancing Technology with Relationships**

The conversation shifts to technology and AI, particularly how AI underwriting has changed speed and efficiency across the industry. Mark shares how eliminating paper and speeding up turnaround times has improved service for agents and clients alike. But he's also clear that technology doesn't replace trust. Showing up, shaking hands, and having real conversations still matters.

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*Technology can make you faster, but relationships are what keep clients with you long term.*

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## Solving Problems Instead of Just Renewing Policies

Mark challenges agents to think differently about renewals. When employers are facing double-digit increases, leadership means slowing down and helping them understand their options. He shares real-world examples of how simple GAP strategies have helped businesses save meaningful dollars and protect employees from overwhelming out-of-pocket costs.

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*Growth happens when agents act like advisors—bringing solutions that actually improve outcomes.*

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## Conclusion

Mark Lampen's conversation is a reminder that leadership in insurance isn't about chasing complexity, it's about bringing clarity when clients need it most. As costs rise and the market continues to change, leaders who stay educated, embrace the right tools, and remain committed to real relationships are the ones who continue to make an impact. This episode reinforces that simple, thoughtful solutions can protect businesses, support families, and create long-term trust.

At ILP, we believe strong leadership shows up in how you serve, advise, and stand alongside your clients when decisions matter most.

## What's Next on the Insurance Leadership Podcast

Coming up in February, Ben Markland will be joined by Nicole Farley of Bold Penguin for a conversation on innovation, digital distribution, and how technology is reshaping the insurance industry. Nicole will share insights on what's changing, what leaders should be paying attention to, and how agencies can adapt while continuing to lead well.

You won't want to miss this episode, it's practical, forward-looking, and full of takeaways for navigating the future of insurance.

## Let's Keep the Conversation Going!

Have a topic idea or guest suggestion? We want to hear from you!

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**Have a guest in mind?** Reach out to us directly—we're always looking for voices that inspire and lead well.

***Simple solutions. Real results. That's great leadership.***