

Bert Hene Bio

Bert B. Hene, III began his career in the insurance industry in 1975 as an agent with Mutual of Omaha. Early in his career he was promoted to an Instructor position, training new agents entering the insurance business. Soon after, Bert was promoted to the position of District Manager. His roles as a manager included recruiting, training and retaining new agents.

In 1981, Bert left Mutual of Omaha to form his own brokerage firm, Hene Health Brokerage. With his outstanding reputation and well established relationships, Bert was able to build Hene Health Brokerage primarily through referrals. The majority of the largest Life Insurance agencies, Property and Casualty Insurance agencies, as well as Financial Planning companies in Atlanta utilize Hene Health Brokerage to write group and individual medical policies for their clients.

Hene Health Brokerage specializes in Group, Individual, Short Term Medical, Life and Disability policies. Bert has an extensive knowledge of the Health Insurance Portability and Accountability Act (HIPAA), as well as the Consolidated Omnibus Reconciliation Act (COBRA), and Conversion products. With his knowledge in these areas, as well as the Patient Protection and Affordable Care Act (PPACA), Bert is often called upon as a subject matter expert to assist both groups and individuals to gain an understanding of these regulations.

In addition to the above mentioned specialties, Bert has for years been known as an expert in the Medicare market. He has been relied upon for educational seminars regarding Medicare. He can discuss the pros and cons of Advantage Plans, Medicare Supplements and Part D Drug Plans.

With 38 successful years in the business, Hene Health Brokerage currently services over two hundred Group policies, and three-thousand Individual policies. This book of business is managed by eight employees with a vast understanding of the insurance business. Headquartered in Atlanta, Georgia, Hene Health Brokerage continues to grow and remain competitive in today's ever changing market.

The insurance industry recognizes Bert Hene as an industry leader. Four of the largest insurance providers, Blue Cross Blue Shield, Aetna, Kaiser Permanente and Humana have all requested Bert serve as a member of their advisory councils.

Bert is a member of the Atlanta chapter of the National Association of Health Insurance Underwriters and has earned the designation of Registered Health Underwriter (RHU). He is also a member of the Cobb Chamber of Commerce. His expertise is a valuable tool for employers and individuals looking for the best health insurance to meet their needs.

Bert resides in Sandy Springs, Georgia with his wife of 38 years, Trudy. Together they have 3 children, 5 grandchildren and one more on the way.