



How MSUFCU Turned Medicare Engagement into 2x Wealth Referral Revenue with Silvur Insurance

Executive Summary

MSU Federal Credit Union (MSUFCU) partnered with Silvur Insurance to expand its retirement offerings with white-labeled Medicare support. The result: a scalable, trusted experience that led to new Medicare-related revenue — and even greater returns from wealth management referrals. In the first year, revenue from closed wealth referrals driven by the Medicare program was twice as high as revenue from sold Medicare policies, proving the value of meeting members at a key decision point.

About MSUFCU

- **Name:** MSU Federal Credit Union (MSUFCU)
- **Size:** Serving over 340,000 members with more than \$7 billion in assets
- **Headquarters:** East Lansing, Michigan
- **Focus:** Delivering lifelong financial support to members across every life stage



MSUFCU is nationally recognized for its member-first service model and commitment to innovation. As more members approached retirement, the credit union saw an opportunity to simplify Medicare guidance and strengthen its value as a long-term financial partner.



The Challenge

As members turned 65, they faced one of the most confusing financial decisions of retirement—**Medicare enrollment**. MSUFCU wanted to fill that gap but faced three key obstacles:

- **Lack of Scalable Expertise:** Medicare is complex, and MSUFCU did not have the internal resources to confidently guide members through coverage decisions.
- **Fragmented Member Journeys:** Members were leaving the credit union ecosystem for third-party insurance advice, weakening relationships at a crucial stage.
- **Missed Cross-Sell Opportunities:** Without visibility into members' Medicare milestones, the credit union was missing timely moments to refer them to wealth management services.

MSUFCU needed a solution that combined trusted education, licensed support, and actionable insights—without overwhelming internal teams.

The Solution

MSUFCU partnered with **Silvur Insurance**, the licensed insurance arm of Silvur, to provide **in-branch and virtual Medicare consultations** under the MSUFCU brand.

What Silvur Delivered:

- **Branded Medicare Support:** Licensed Medicare agents operate as an extension of the MSUFCU team—consulting with members virtually and in-branch.
- **Personalized Guidance:** Members receive unbiased education, plan comparisons, and support selecting the right Medicare coverage.
- **Revenue Sharing Model:** Every policy enrolled through Silvur Insurance results in commission revenue shared with MSUFCU.
- **Wealth Management Integration:** Medicare engagement revealed new opportunities to introduce members to MSUFCU's wealth advisors at the right moment.

The solution launched quickly and required minimal lift from the MSUFCU team—fully supported by Silvur's operational infrastructure.

The Results

The partnership has driven meaningful outcomes across both revenue and relationship-building.

Key Outcomes:

Wealth Referral Revenue Outpaced Medicare Revenue 2-to-1

- Medicare engagement led to timely, high-converting wealth referrals. Revenue from closed wealth management business was twice the revenue earned from Medicare policy commissions.

New Medicare Revenue Stream

- MSUFCU now earns recurring commission income through a fully compliant, no-cost model using Silvur Insurance's licensed agents.

Elevated Member Experience

- Members receive trusted, expert Medicare guidance from professionals who feel like part of the credit union team—reinforcing long-term loyalty.

"Our partnership with Silvur Insurance delivers far more than Medicare support—it unlocks deeper conversations and greater value across our entire retirement services offering."

— April Clobes, CEO of MSUFCU



Looking Ahead

MSUFCU continues to expand access to its Medicare offering and is building targeted campaigns to reach more members approaching eligibility.

- **Member Outreach at Scale:** Proactive communication and workshops help members prepare with confidence.
- **Cross-Department Collaboration:** Wealth advisors and branch teams are working together to coordinate member engagement around key Medicare dates.

Deeper Relationship Value: Medicare is no longer a one-time transaction, but a new point of entry into lifelong financial guidance.

Want to explore how Silvur Insurance can help your credit union grow revenue and trust with aging members?

Let's connect. Email us at partnerships@silvur.com

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