



Traditional Vs Linked

A Showdown at the Alamo

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Let's Take the Gloves Off... Which One is Best?





Can We Agree on Anything?





1 – Consumer Fit & Fits





2 - Carrier “Joy” in the Risk / Pricing Comfort





3 - Debate Questions from “Social Media”





4 - Meeting the Opportunity in the Market / Addressing Challenges





5 - The Future for Each Solution





Questions?

