

Memo

To: All General Agents in New York
From: First United American/Jim Savo
**Re: First UA Cash Cancer Policy–
A Tremendous Opportunity!**

I am excited about the recent addition of First United American's Cash Cancer policy to the First UA portfolio, and you should be too.

First UA's Cash Cancer represents an unprecedented opportunity to grow your business by increasing your activity in the under age 65 market and in the Medicare market to age 69.

- According to the American Cancer Society, approximately one in two men and one in three women will develop cancer in their lifetime.
- Cancer is the second leading cause of death in the United States and accounts for nearly one in four deaths.
- Cancer knows no boundaries in terms of age, race, or national heritage. Anyone can get cancer, and everyone is a prospect.
- In 2012, 1,638,910 new cancer cases are expected to be diagnosed in the United States.

We may not be able to change these staggering statistics, but we can help individuals and families deal with the financial consequences of this dread disease.

Cash Cancer provides your customers with a lump sum benefit of up to \$50,000, and individual rates start as low as \$3 per month*. Applicants must have major medical insurance or at least basic hospital and basic medical insurance on the effective date of the policy to be eligible for coverage in New York.

Access Brainshark online training, the new cancer print ad in the Ad Catalog, rates, marketing materials, and application forms at <http://www.firstunitedamerican.com/office/downloads.htm>.

Please contact the Home Office at 315-451-2544 with questions.

First UA is conducting Training Webinars for newly contracted and all appointed Agents every other Wednesday at 10:00 am CST. Register NOW on uageneralagency.com/office at www.unitedamerican.com/logon

First UA is also conducting live Medicare Supplement Seminars across the nation. Call 1-800-925-6793 to reserve your seat today!

**Individual, Male, \$10,000 Benefit*