

Use these United American sales and marketing tools to increase your Medicare Supplement business. Any of the items shown on these two pages can be ordered through Supply (see ordering instructions below); be sure to check availability of each tool in your state with the current UA Marketing Tools Chart, which is also available through Supply.

DOC 2000:
Don't miss your chance to promote the customer advantages of our premier service using the DOC 2000 brochure. This piece explains the advantages of ACF Partners, which combines our "Automatic" Claims Filing Service® and our optional Partners discount program.

COST:
DOC 2000 brochure **FREE!**
Display Sheet (DOC-1A) **FREE!**
Plexiglass Display Stand **\$12 each**

WELCOME KIT:
UA's new Welcome Kit is an excellent way to improve persistency. The kit includes a sturdy vinyl folder, designed to contain your business card, the policy, Memorial Guide, and other important documents. Also included is a Thank You card with envelope and a referral lead card.

COST:
10" x 6 5/8" Navy Vinyl Folder . . . **\$.75 each**
Thank You Card with envelope . . . **\$.10 each**
Referral Lead Card **FREE**

MED-SUPP PRESENTATION BOOKLET:
Polish sales presentations with UA's Medicare Supplement Presentation book. Packed with all the information a customer needs to make a buying decision, this sales tool can be used for visual aid, prompting or training.

Cost is just \$12! NOW ALSO AVAILABLE IN POWERPOINT FORMAT!

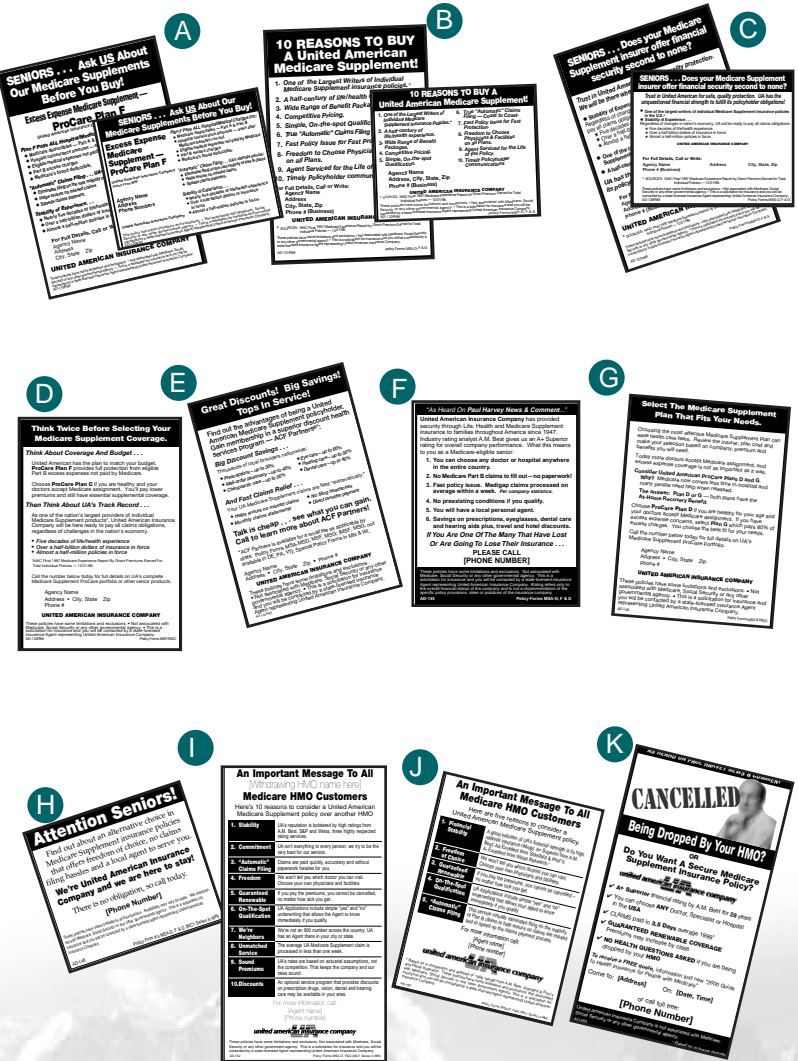
ORDERING INFORMATION:

General Agents must first check state availability of these tools with a current UA Marketing Tools Chart then place your order.

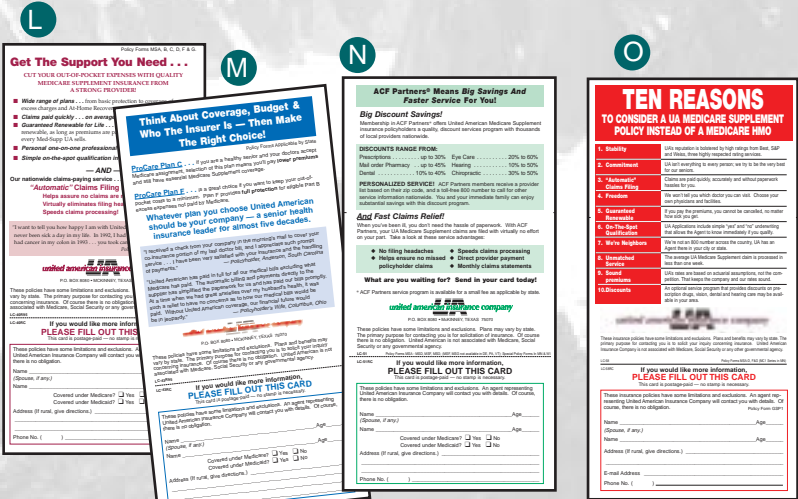
CALL: 1-800-285-3676
FAX: 1-405-752-9341
E-mail: uaagentsupply@torchmarkcorp.com



PRINT ADS



LEAD CARDS



Order Information

MED-SUPP PRINT ADS

- A. ProCare Plan F
AD-119/120 R99
- B. 10 Reasons
AD-121/122 R99
- C. Financial Stability
AD-127/128 R99
- D. ProCare Plan F & C
AD-132 R99
- E. ACF Partners
AD-142 R99
- F. Paul Harvey/ProCare
AD-145
- G. ProCare Plan D & G
AD-149
- H. Medicare Supplement+Choice
AD-148
- I. Medicare Supplement — HMO
AD-152
- J. Medicare Supplement — HMO
AD-153
- K. "Cancelled" — HMO
AG390

MED-SUPP LEAD CARDS

- L. ProCare Series
LC-40 R99
- M. ProCare Plan F & C
LC-43 R99
- N. ACF Partners
LC-51 R99
- O. Medicare Supplement — HMO
LC-58

NOTE:
All Print Ads shown here are FREE. All Lead Cards shown are \$25/1,000 for orders under 10,000. For orders of 10,000 or more the cost is \$20/1,000.

To order these tools, you can download the Print Ad or Lead Card Approval Request Forms from our Website at www.unitedamerican.com under UA Office Online. Or you can contact the Supply Department to place your order.