



*f*rom the desk of
Gene Grimland
 President,
 General Agency
 Marketing Division

A Dose Of Good Sense

Throughout our history United American has specialized in providing competitive Medicare Supplement products. And, at UA we take pride in being a leader in the senior health market. However, for years, UA has successfully carved out a niche in the underage market as well.

The Good Sense Plan (GSP), an upgraded version of our HSXC 7500 plan with increased benefits, was introduced in March of 1999. UA, committed to offering quality products, created the GSP for individuals 63 and younger with a need for hospital and surgical coverage.

Most health plans are structured like major medical coverage and are drastically influenced by inflation. The GSP, on the other hand, is a scheduled benefit coverage not closely linked with inflation. While this plan cannot be considered a major medical plan, nor should it be sold to replace a major medical plan, it is a less expensive and guaranteed renewable alternative. For more information on the GSP see pages 6-7.

Taking advantage of the opportunity offered by the GSP, like Medicare Supplements, is an ideal way to boost production. Not only does the plan open the door to a broader market, but it pays high commissions as well. But, if you need more incentive, check out the fifth year Eagle on page 5 to see what a boost in production can award you.

At UA, success comes easy when you use Good Sense.