



*f*rom the desk of  
**Gene Grimland**  
*Executive Vice President of Sales*

## Make Sensible Sales With UA's New Underage Product!

United American prides itself on being a leader in the health insurance arena — not just with senior products but with underage plans as well. Agents and customers know with UA, they're getting the best. And to further prove that concept, this month we proudly introduce our latest supplemental underage product — the Good Sense Plan (GSP).

The GSP is essentially an upgraded version of our popular HSXC 7500. Both products provide coverage for hospital and surgical treatment, but the GSP offers increased benefits. Composed of two plans — GSP Standard-15 and GSP Select-25 — customers can choose which benefits best suit their needs. (See pages 6-7 for full product description.)

While this protection is not by any means a major medical plan, it provides a reasonable alternative for buyers who can't afford major medical or don't qualify. The GSP covers many preexisting conditions through use of the Select Benefit Rider manual. And most importantly, our plan is guaranteed renewable — a feature usually not found on major medical coverage.

Ideal prospective clients for the Good Sense Plan include small business owners, persons who have lost their jobs (and insurance) due to downsizing as well as individuals who can afford to self insure, but wish to have basic hospital expense protection.

United American has successfully written this type of coverage for many years and we hope all our Agents will take a strong look at this new opportunity.

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