



FROM THE DESK OF:

**Gene Grimland**

President,  
General Agency  
Marketing Division

“Agent recommendation was found to be second only to the advice of a spouse as a determinant of purchasing Long Term Care insurance.”

— *Life & Health Advisor*,  
June 2001

## Long Term Care — Diversify Your Portfolio

People in the insurance industry tend to categorize companies by products, and products by target markets. For example, United American is known for its Medicare Supplement coverages. Some companies have been categorized as Term Life companies, while some are known as Underage providers, and yet others may be known for Long Term Care.

Sometimes even as Agents we get into a routine and we ourselves tend to sell within a particular category. Because of this tendency we may be overlooking our range as insurance providers, as well as the diversity of products we can offer to current and prospective customers.

At United American, we urge our Agents to look beyond such a **broad brush** approach. According to an article in the April 2001 issue of *Insurance Marketing* “stereotypes are much too restrictive in defining how and to whom [a company] will be marketing specific products.” United American has a similar philosophy when it comes to offering our products. We believe by offering a diverse portfolio of products we limit any restrictions and, therefore, break free from being categorized.

Falling into a selling routine is however, easier than one would think. This could be why Long Term Care coverage is generally overlooked in the UA portfolio. When we spend so much of our time and effort selling within the Med-Supp category, we tend to overlook the fact we could be selling more to current clients and prospective customers.

When a client has a Medicare Supplement, or if the client has a Med-Supp with another company and does not wish to switch to UA, Long Term Care is an excellent alternative.

Long Term Care has been widely sold as a Senior health product. “Historically, we have arbitrarily established age 65 as the target for Senior products,” says the April 2001 *IM* article. **Oh, but the times they are a changing.**

Long Term Care is no longer just a concern of the 65 and older group. According to the same *IM* article, “the need for [these] products has expanded to include buyers down into the low 50s.” Many adults are now facing the dilemmas of caring for an aging parent, or parents, and in turn have become concerned with their own Long Term Care needs, as well as asset preservation.

UA offers an excellent, price-competitive Long Term Care portfolio of products which include both tax qualified and non-tax qualified benefits with a wide range of coverage options backed by our financial strength and stability. Long Term Care is a window of opportunity to sales diversification, and it is sure to open your business to new and existing customers.

For several years UA has referred to the Long Term Care market as **the market of tomorrow**. However, with 76 million baby boomers facing retirement over the next decade, tomorrow has become today! Take a second look at UA’s Long Term Care products and contact our Supply Department for an up-to-date Long Term Care kit. (For more information on Long Term Care turn to Pages 6-9 in this month’s issue of *UA News*.)

