



FROM THE DESK OF:

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**“Along with success
comes a reputation
for wisdom.”**

— Euripides

UA Products Plus UA Partners Equals Success!

There is no doubt our government is attempting to figure out a way to cover prescription drugs with insurance. This may be like trying to insure groceries, but the quest continues nonetheless. The use of prescription drugs is more the norm than the exception these days, especially within the Senior populace. However, there may be an alternative. A partial answer to the high drug cost question is to utilize a discount plan such as UA Partners™.

The idea of a discount plan is certainly not new, but the overall value of United American's current plans are much better than the earlier prototypes. UA's Partners Plans offer top value and enhances the likelihood clients will keep their insurance coverage with United American.

As Agents, it is important to see the advantages of this top notch discount plan. To find out about the current climate regarding the prescription drug debate, and how UA's Partners Plans can help, check out Pages 8-10.

At United American, we believe there is more to Partners than just an excellent discount program. To us, Partners exemplifies how we feel about our Agents, policyholders and prospective clients. The strong alliance that has been built with our Agents has allowed us to work together in providing improved services, such as UA Partners, to our customers. We have worked hard over the years nurturing our partnerships and believe, by securing these

relationships, it will thereby secure our reputation as a strong, stable insurance provider with potential customers. Not to mention the fact it gives the competition something to measure up to as well!

Here is some more food for thought. In this issue of *UA News*, explore the ins and outs of the Senior market and find out how you can maximize your market potential. Also, find out what some of our leading General Agents have to say about handling client objections. You can explore the Senior market on Pages 6 and 7, and on Page 11 you will find your guide to handling objections.

According to *Webster's*, the definition of a **partner** is **a person who is associated with another in some endeavor**. Herein this definition lies the secret of UA's success. Our success is due in part to our strong, supportive association with you, the General Agents, and by providing the best possible products and protection to the markets we serve. By understanding our markets and strengthening our bond, we are assured more leads, more opportunities to sell, and in turn a more satisfied customer!

