



*f*rom the desk of
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Cash Cancer . . . A Logical Supplement

According to the American Cancer Society, one in three of us will be diagnosed with cancer in our lifetime. This dreadful disease can cause its victims not only physical and emotional pain, but financial burden as well.

At United American, we recognize the instant availability of cash for unusual expenses may mean the difference between adequate or inadequate treatment. That's why we offer the supplemental CANB Cash Benefit Cancer Plan.

With this coverage, policyholders receive a one-time cash payment upon first diagnosis of cancer that can be used however they want — to maintain quality of life, pay for second opinions, reconstructive surgery, bill payments, etc. Improved survival rates also intensify the need for extra cash to pay for new treatments or to help defray the cost of keeping a business running while treatment is underway.

The CANB makes a good supplement to any existing coverage, even so-called comprehensive HMOs or major medical plans because the cash benefit can be used completely at the discretion of the insured. As compared to scheduled benefit cancer coverage, which sometimes duplicates existing health coverages, the Cash Cancer Plan makes good sense for any client.

Be sure to recommend this coverage to all your new and existing customers who can qualify for the plan! No one ever knows when cancer might strike, so it's best to be prepared. For testimony on this plan's effectiveness, see pp 4-5.

Gene Grimland