

# MORE MARKETING TOOLS

## Ready to go to work for you — the 2001 Side-By-Side Guide & DOC 2000!

Agent training will be easier when you use the 2001 Side-By-Side Guide.

This handy FREE tool contains a coverage comparison of UA's six Med-Supp plans and a hypothetical scenario showing the remaining liability after Medicare has paid.

With dollar figures staring the reader in the face, it becomes very clear why no one should be without a supplement. Medicare does not pay for everything! Have your new Agents examine this helpful guide carefully to gain a better understanding of what their future clients will face. The better trained Agents are, the better advice they can offer prospects. A well-trained sales force equals more profits in this business.

*A hypothetical example:*

**NOT PAID BY MEDICARE**

	PLAN A	PLAN B	PLAN C	PLAN D	PLAN F	PLAN G
<b>HOSPITAL:</b>						
Days: 1-90 Deductible \$150	NOT COVERED	\$ 792	\$ 792	\$ 792	\$ 792	\$ 792
91-90 30 Days @ \$138	NOT COVERED	5,940	5,940	5,940	5,940	5,940
91-100 30 Days @ \$138	NOT COVERED	23,760	23,760	23,760	23,760	23,760
101-170 All Charges	NOT COVERED	20,000	20,000	20,000	20,000	20,000
Blood, 3 Pints @ \$50	NOT COVERED	150	150	150	150	150
<b>SKILLED NURSING FACILITY:</b>						
Days: 21-100 30 Days @ \$39	NOT COVERED	\$49,890	\$50,672	\$50,672	\$50,672	\$50,672
21-100 30 Days @ \$39	NOT COVERED	7,920	7,920	7,920	7,920	7,920
<b>OTHER BENEFITS:</b>						
At Home Recovery 14 Visits @ \$50	NOT COVERED	700	700	700	700	700
<b>Pair A Total:</b>	\$56,182	\$49,890	\$50,672	\$49,592	\$50,672	\$50,672
<b>OUTPATIENT HOSPITAL SERVICES**:</b>						
Billed Charges	\$12,500					
Total Medicare allows hospital to collect	(\$1,300)					
Medicare paid (95%)	\$11,200					
<b>Pair B Total:</b>	\$12,500					
<b>Pair A Total:</b>	\$112,682	\$58,255*	\$58,255*	\$58,255*	\$58,255*	\$58,255*
<b>Pair B Total:</b>	\$112,682	\$58,105 PAID	\$58,897 PAID	\$58,917 PAID	\$57,377 PAID	\$57,750 PAID

\*An explanation of Pair B calculations: \*#05: The co-payment for out-of-pocket hospital services is established by Medicare based on the type of services you are provided. \*\*#07: Some doctors do not accept Medicare's "Approved Charge" as full payment.

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Travel Agents... An in-home travel agent is fully qualified in the travel agent profession. They carry full insurance.

### ACF and Partners joined together in one sizzling sales tool - DOC 2000.

Incorporate this FREE brochure into your sales presentations and make it easier for your prospects to understand what you are selling.

Use the display stands with the DOC 2000 brochure and display sheet in any location that gives you permission.

You can mail it as a lead piece wherever it is state-approved. Great handout for Senior Seminars.

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