

# Open Your Market Possibilities Today And Create A Strong Market For The Future!

## Groups Most Affected By The Rising Cost Of Healthcare:\*

- Working-class families
- Young adults 18 to 24
- The near elderly 55 to 64
- Individual business owners

\*According to the National Coalition On Healthcare May 1999.

Healthcare issues have been a hot topic recently, everything from patient rights to the expected rise in healthcare costs. And Seniors are not the only ones appearing in the headlines. According to the January 2000 issue of the *National Underwriter* magazine, more than **44 million** Americans are living day by day without health insurance. And the majority of those living with no coverage are Americans under 65. Though there are many reasons for this high statistic, the main cause is that most Americans cannot afford or lack access to coverage. This current healthcare crisis is a real problem and is a concern that affects everyone.

Over the next 20 years, as more Baby Boomers reach retirement age the strain on the government to provide coverage for this group will become significant. So significant in fact, that those not of retirement age will be left without coverage and the government will be without any resources to provide any assistance. This situation for United American, however, can be viewed not as a problem, but as an opportunity. At UA we can offer this market an affordable choice, an alternative to no coverage at all. Below is just one of the underage products UA offers.

## The Good Sense Plan — GSP Standard 15 and GSP Select 25 —

offers affordable hospital/surgical coverage to help customers protect themselves and their families, should unexpected illness or injury occur.

- Issue Age 0-63
- Miscellaneous hospital benefit pays up to \$15,000 or \$25,000\*\*
- Surgical expense benefit up to \$5,000 or \$7,500\*\*
- Radiotherapy benefit up to \$5,000 or \$7,500\*\*
- Choice of daily hospital room benefit \$100, \$200, \$300 or up to \$400
- Guaranteed renewable
- Covers many preexisting conditions through the Select Benefit Rider manual\*\*
- Dramatic age-to-age cost changes lessened with state specific rate cards

\*\*Depending on plan selected

