

We've Got You Covered

You can't open a newspaper anymore without seeing a headline or two about the current state of our health care system — everything from HMO withdrawals to the rising cost of health care. For many of us, this current focus on the healthcare industry brings cause for concern. Many people lack insurance coverage, and still more are becoming under-insured.

According to a May 1999 study conducted by the National Coalition on Health Care, "In 1997, 43.4 million Americans, 16 percent of the population, had no health insurance." From 1998 to 2000, it was estimated that about 30 percent of the population, at one time or another, experienced a gap in health insurance coverage. The study went further and "projected 52 to 54 million non-elderly Americans — one in five — will be uninsured in 2009. If an economic downturn occurs, it is projected that as many as 61.4 million non-elderly Americans could be left uninsured in 2009."

These statistics are sobering. This current health care crisis is a real problem and concern for everyone. The ones most affected by the current status of health care are:



- Working class families;
- Young adults 18 to 24;
- The near elderly 55 to 64;
- Minority and immigrant populations;
- Individuals working in small business;
- Individual business owners;
- Individuals with alternative work arrangements (ie. temporary or part-time jobs).

The situation will worsen if it is left unattended. Over the next 20 years, as more Baby Boomers reach retirement age, the strain on the government to provide health care for this group will become significant. So significant in fact, that those not of retirement age will be left with little or no coverage and the government will be without any resources to provide any assistance. However, as we look for solutions to this current problem and on down the road to preventing a health care fallout, one must wonder about the causes of the problem. Here are some factors causing the erosion of our health care system:



- Employment-based coverage is declining;
- Premiums on so call "major medical" health plans are skyrocketing;
- Health insurance is becoming too expensive;
- Underlying health care costs are on the rise.

With health care becoming a major household concern and with so many people under 65 who are either uninsured or under-insured, UA has begun to see our next logical emerging market. At United American we are in a position to be part of the solution, not the problem. This is a *Vision* for our future: To position ourselves as a major contender in the Underage Supplemental Market. As we organize our marketing plans here, we will be as effective as we have been in the Senior Supplemental Market.

At United American we can serve all of these at risk Underage markets with a variety of our supplemental products. Supplementing is what UA does best! Doesn't it make sense to sell a well-explained individual plan for those with nothing, and offer supplemental coverage to those who do not have enough coverage?

UA offers a wide variety of affordable policies that make sense for anyone searching for partial or supplemental coverage.

Check with your Branch Manager for your state's approval of these app/brochures. Look for additional articles on these plans in upcoming issues of *Vision*.