

On Target

with UA's Marketing Ads and Tools

AD153

An Important Message To All Medicare HMO Customers

Here are five reasons to consider a United American Medicare Supplement policy.

1. Financial Stability	A good indicator of UA's financial strength is its high national insurance ratings: A+ Superior from A.M. Best, AA Excellent from Standard & Poor's, A+ Excellent from Weiss Research.*
2. Freedom of Choice	We won't tell you which doctors you can visit. Choose your own physicians and facilities.
3. Guaranteed Renewable	If you pay the premiums, you cannot be cancelled – no matter how sick you get.
4. On-The-Spot Qualification	UA applications include simple "yes" and "no" underwriting that allows your agent to know immediately if you qualify.
5. "Automatic" Claims Filing	This service virtually eliminates filing on the majority of Part B claims to help ensure no claims are missed and to speed up the claims payment process.


For more information call:
[Agent name]
[Phone number]

united american insurance company

* Based on a comparison and analysis of 1999 ratings from A.M. Best, Standard & Poor's and Weiss Research. These policies have some limitations and exclusions. Not associated with Medicare, Social Security or any other government agency. This is a solicitation for insurance and you will be contacted by a state-licensed agent representing United American Insurance Company.
AD-153 Policy Forms MSA-D, F & G (MC1 Series in MN)

AG390

"AS HEARD ON PAUL HARVEY NEWS & COMMENT"



Being Dropped By Your HMO?

OR

Do You Want A Secure Medicare Supplement Insurance Policy?

united american insurance company

- ✓ **A+ Superior** financial rating by A.M. Best for 28 years
- ✓ You can choose **ANY** Doctor, Specialist or Hospital in the **USA**
- ✓ CLAIMS paid in **3.5 Days** average 1999*
- ✓ **GUARANTEED RENEWABLE COVERAGE**
Premiums may increase by class
- ✓ **NO HEALTH QUESTIONS ASKED** if you are being dropped by your **HMO**

To receive a **FREE quote**, information and new "2000 Guide to Health Insurance for People with Medicare"

Come to: [Address] On: [Date, Time]

or call toll free:
[Phone Number]

United American Insurance Company is not associated with Medicare, Social Security or any other governmental agency.
AG390 *Based on in-house records.

AD148

Attention Seniors!

Find out about an alternative choice in Medicare Supplement insurance policies that offers freedom of choice, no claims filing hassles and a local agent to serve you.

We're United American Insurance Company and we are here to stay!

There is no obligation, so call today.
[Phone Number]

These policies have some limitations and exclusions. Availability may vary by state. Not associated with Medicare, Social Security or any other governmental agency. This is a solicitation for insurance and you will be contacted by a state-licensed agent representing United American Insurance Company.
AD-148 Policy Form #'s MSA-D, F & G (MC1 Series in MN)

An Important Message To All (Withdrawing HMO name here) Medicare HMO Customers

Here's 10 reasons to consider a United American Medicare Supplement policy over another HMO

1. Stability	UA's reputation is bolstered by high ratings from Best, S&P and Weiss, three highly respected rating services.
2. Commitment	UA isn't everything to every person; we try to be the very best for our seniors.
3. "Automatic" Claims Filing	Claims are paid quickly, accurately and without paperwork hassles for you.
4. Freedom	We won't tell you which doctor you can visit. Choose your own physicians and facilities.
5. Guaranteed renewable	If you pay the premiums, you cannot be cancelled, no matter how sick you get.
6. On-The-Spot Qualification	UA Applications include simple "yes" and "no" underwriting that allows the Agent to know immediately if you qualify.
7. We're Neighbors	We're not an 800 number across the country, UA has an Agent there in your city or state.
8. Unmatched Service	The average UA Medicare Supplement claim is processed in less than one week.
9. Stable premiums	UA's rates are based on actuarial assumptions, not the competition. That keeps rates steady and the company stable.
10. Discounts	An optional service program that provides discounts on prescription drugs, vision, dental and hearing care may be available in your area.

For more information call
[Agent name]
[Phone number]

united american insurance company

These policies have some limitations and exclusions. Not associated with Medicare, Social Security or any other government agency. This is a solicitation for insurance and you will be contacted by a state-licensed agent representing United American Insurance Company.
AD-150 Policy Forms MSA-D, F & G (MC1 Series in MN)

AD152 and LC58

United American offers several marketing tools which are designed with involuntary HMO disenrollments in mind. As HMOs begin to announce their exit from the marketplace this summer, these promotional pieces are a good resource for targeting potential customers. Branch Managers in those states where the tools have been approved (approval charts may be found at www.uabranch.com/services) can contact the Home Office to order these advertising and marketing pieces:

ATTENTION SENIORS
Did your healthcare provider pull out of your county or state?


UA healthcare policies offer you freedom of choice – freedom to choose your doctors and hospitals. There is never a need for a referral from your primary care physician for any covered procedure.

UA has been a trusted name in the senior insurance market for more than 50 years.

UA healthcare policies offer an optional "automatic" claims filing service that will virtually eliminate paperwork hassles and headaches.

united american insurance company

[Agent's Name]
[Agent's Phone Number]
[Optional Seminar Info]



A story worth telling

HMOD2

HMOD brochure and business card display to be used in doctors' offices, malls, hospitals or anywhere seniors gather. The insert is free and the Plexiglass display stand is \$13 and can be order through Agent Supply.