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Assurance of Service — That's the UA Way!

Record Setters:

It looks like the Branch Office Division has outdone itself again. This time you set a recruiting record of **116 recruits in ONE WEEK!** Thanks to these outstanding efforts, we ended April with **284 recruits.**

Million Dollar Milestones

Join us in congratulating the T.E.A.M.s of Danny Jones and Jack Whittaker, our new Company Record Setters for total in-force premium for the Branch T.E.A.M. as of April 24, 1999. For other individual Branch Manager's in-force standings, see page 9.

RALEIGH
\$13,478,377

CHARLOTTE
\$13,201,336

Keep up the great **T.E.A.M.** work!

A new report by the General Accounting Office (GAO) confirmed what United American has said all along — the new Medicare+Choice plans would cause confusion. According to the GAO, information regarding Medicare+Choice plans was either inaccurate or incomplete. In addition, plan materials were often not received by beneficiaries until after the enrollment period. Once received, literature tended to be misleading and outdated.

In the midst of the recent mass HMO exodus from the Medicare market, these findings add insult to senior citizen injury (See page 8 for some interesting HMO headlines). But UA is ready to help. With United American, seniors don't have to worry about us leaving the market or not accurately describing our coverage. We don't try to be all things to all people, but everything to a select few. This simple philosophy has earned us our solid reputation in the senior market — just read what this new customer had to say:

"I was reading the 'Best's Rating Report' and saw exactly what I was looking for — a Business Review and a listing of your officers. This was especially meaningful for I have spent considerable time, effort and worry sifting through and researching all the 'offers' I have received as my 65th birthday approaches as I want to make the right decision. Your 'old-fashioned' concept of providing an agent who will keep in touch, etc. really appealed to me. Imagine how relieved I was when I told my wonderfully caring and concerned son-in-law of my decision and he immediately said 'It's a fine company, I'd have suggested United (American) myself. . .'"

To help you increase your sales, this issue of *Vision* features meaningful cross-selling tips that will benefit both you and your customers. In April, we told you about selling short term LTC plans as well as offering life coverage to Medicare Supplement prospects. Find out how to use your Medicare Supplement TV leads to make Life sales and earn significantly higher incomes. This sales-generating method can be used with all UA products. Read pages 6-7 to find out how!

We're committed to the ever-growing UA T.E.A.M. which is now nearly 2,100 Agents strong! We have new programs to help our growing T.E.A.M. Coming in late June branches will begin receiving *Reader's Digest* leads and, in late September UA will be endorsed for leads by Paul Harvey on more than 1,300 ABC radio stations nationwide. We need everyone's help to keep the T.E.A.M. growing in order to qualify to work these extra leads along with our present programs for TV and direct mail. More information on these new lead programs will come in future *Visions*. Until then, we'll see you at the TOP! Together Everyone Achieves More to keep our lead program growing through increased recruiting.