

Get The Word Out

United American has several new HMO-related marketing tools that Branch Offices can use to get the word out about UA's superior service and stability.

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)

Branch Managers in those states where the tools have been approved (please see charts below) can contact the Home Office to order these advertising tools.

UNITED AMERICAN MEDICARE SUPPLEMENT

EXPERIENCE

United American first began selling insurance in 1947 and been issuing Medicare Supplement insurance policies since 1966 – the first year Medicare was instituted by the federal government.

FINANCIAL STABILITY

United American has exemplary financial ratings (as of 10/99)



Only 9 percent of all companies who sell Medicare Supplement policies claim to have "Triple A" ratings like United American has.*

SERVICE

United American is proud of our optional nationwide "Automatic" Claims Filing PLUS service. With ACF PLUS, 98 percent of all Part B claims filed automatically, freeing the policyholder from paperwork hassles also efficient, paying claims in an average of 3.56 calendar days**.

united american insurance company

[Agent's Name]
[Agent's address]
[Agent's city, state, zip]
[Agent's phone number]

*From company research. These policies have some limitations and exclusions. 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. These ratings refer only to the overall financial strength of the company and are not a recommendation of the specific policy provisions, notes or practices of the policy.

UNITED AMERICAN QUESTIONS & ANSWERS

Q: How long does it take to issue a new policy?
A: United American issues Medicare Supplement insurance policies in an average of 3.25 calendar days* from the receipt of the application.

Q: Will the policyholder's claims be paid on time?
A: Yes. We pride ourselves on the service we provide in paying claims. Our average turnaround time for issuing a check is 3.56 calendar days,** the policyholder up from claims filing hassles.

Q: Will you pay the providers directly?
A: Yes. If he/she is a United American Medicare Supplement policyholder, we offer our optional "Automatic" Claims Filing service, payments will be made directly to the providers who accept Medicare assignment.

Q: What type of products does UA offer?
A: United American offers a full line of individual life and health products to meet every need and budget. They include: Medicare Supplement; private Medicare; whole life and term life; hospital, medical and surgical supplement; accident plans; long term care; and annuities.

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[Agent's Name]
[Agent's address]
[Agent's city, state, zip]
[Agent's phone number]

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← AFS Flyer or Print Ad

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. Sound premiums** UA's rates are based on actuarial assumptions, not the competition. That keeps the company and our rates sound.
- 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 governmental agency. This is a solicitation for insurance and you will be contacted by a state-licensed Agent representing United American Insurance Company. AD-152 Policy Forms MSA-D, F&G (MC1 Series in MN)

← AQA Flyer or Print Ad

AD148 is available in jurisdictions marked "X" at press time.

AL	X	GA		MD	X	NC	X	TX	
AK	X	HI	X	MI		ND	X	UT	X
AZ		ID	X	MN	X	OH		VT	X
AR	X	IL	X	MS	X	OK	X	VA	X
CA	X	IN	X	MO	X	OR		WA	X
CO	X	IA	X	MT		PA	X	WV	X
CT	X	KS		NE	X	RI	X	WI	
DE		KY	X	NV		SC	X	WY	X
DC	X	LA		NH	X	SD	X		
FL	X	ME		NM	X	TN	X		

AFS, AQA, AD152 & LC58 are available in jurisdictions marked "X" at press time.

AL	X	GA		MD		NC		TX	
AK		HI	X	MI		ND	X	UT	X
AZ		ID	X	MN	X	OH		VT	X
AR	X	IL	X	MS		OK	X	VA	X
CA		IN	X	MO	X	OR		WA	
CO	X	IA	X	MT		PA	X	WV	X
CT	X	KS		NE	X	RI	X	WI	
DE		KY	X	NV		SC	X	WY	X
DC	X	LA		NH	X	SD			
FL		ME		NM		TN	X		