# 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.

#### **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)



Standard & Poor's Claims paying ability

Weiss Rating

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

United American is proud of our optional nationwide "Automatic" Cl Filing PLUS service. With ACF PLUS, 98 percent of all Part B clai 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]

Guide to HMOs and Health Insurers: "From company research. have some limitations and exclusions. Not associated with Medicae, Social Secuency. This is a solicitation for insurance and you will be contacted by a state-licentied American Insurance Company. These ratings refer only to the overall financial ren of a recommendation of the specific policy provisions, notes or practices of the



Branch

Managers in

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where the

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approved

(please see

charts below)

Office to order

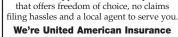
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#### We're United American Insurance Company and we are here to stay!

Attention Seniors!

Find out about an alternative choice in

Medicare Supplement insurance policies

There is no obligation, so call today.

#### [Phone Number]

These policies have some limitations and exclusions. Availability may vary by state. Not as et with Medicare, Social Security or any other governmental agency. This is a solicitation for resources and you will be contacted by a state-licensed agent representing United American hearance Company.

Policy Form #'s MSA-D, F & G (MC1 Series in MN)

### **UNITED AMERICAN UESTIONS & ANSWERS**

ed American offers private insurance and guarantees the pa freedom of choice. They are free to keep the doctor, hospital and e specialist they're comfortable with or choose another provider.

Q: How long does it take to issue a new policy?

A: United American issues Medicare Supplement insurance policies in 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 claim 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 policyhold our optional "Automatic" Claims Filing service, payments will be ma 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 produc

meet every need and budget. They include: Medicare Supplement; plans; whole life and term life; hospital, medical and surgical supple accident plans; long term care; and annuities.

united american insurance company

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

icies have some limitations and exclusions. Not associated with Medicare, Social Security or any other nt agency. This is a solicitation for insurance and you will be contacted by a state-licensed Agent ng United American Insurance Company.

## [Withdrawing HMO name here] **Medicare HMO Customers**

An Important Message To All

AFS Flyer or Print Ad

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 2. Commitment UA isn't everything to every person; we try to be the very best for our seniors.
- "Automatic" Claims are paid quickly, accurately and without paperwork hassles for you. **Claims Filing**
- We won't tell you which doctor you can visit. 4. Freedom Choose your own physicians and facilities.
- Guaranteed If you pay the premiums, you cannot be cancelled, Renewable no matter how sick you get.
- **On-The-Spot** UA Applications include simple "yes" and "no" Qualification underwriting that allows the Agent to know immediately if you qualify.
- We're Neighbors We're not an 800 number across the country, UA has an Agent there in your city or state. **Unmatched** The average UA Medicare Supplement claim is
- Service processed in less than one week. 9. Sound UA's rates are based on actuarial assumptions, not
- the competition. That keeps the company and our premiums 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

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AD-152 Policy Forms MSA-D, F&G (MC1 Series in MN)





AFS, AQA, AD152 & LC58 are available in jurisdictions marked "X" at press time.									
AL	Х	GA		MD		NC		TX	
AK		HI	X	MI		ND	X	UT	X
ΑZ		ID	X	MN	X	OH		VT	X
AR	X	IL	X	MS		ОК	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		