

# DEFINING UNITED AMERICAN

**It's here!** At United American, we are pleased to introduce *Defining UA*. This new four-color brochure is the centerpiece of UA's recent branding campaign, which focuses on four core values: stability, quality, service, and commitment. These four core values will begin to appear in additional UA materials, so start familiarizing yourself with them now! Inside *Defining UA*, you will find Company statistics, policyholder testimonials, and much more. The brochure is available to UA Agents **FREE OF CHARGE**. It is an excellent piece to leave with customers or complement a mailing package.

## Commitment

com • mit • ment: A pledge to do.

The essence of commitment is vision. It is the ability to capitalize on experience and create a path into the future. At United American, every decision is made based on what is best for the customer, for the agent, and for the shareholder. UA's leadership is committed to our market and to remaining a safeguard our policyholders can count on for years to come.

United American's niche market is supplemental insurance, with a special emphasis on the senior market. The secret of UA's success relies upon our established and on-going commitment to these markets. We do not attempt to be all things to all people; we strive to be the best at what we do, which is supplemental life and health insurance.

As CEO of United American, I can personally attest to UA's continuing commitment to the senior and supplemental markets. Healthcare is in a state of constant change. As a company, we have seen some big changes, and I'm sure there are more to come. Our policyholders can rest assured that UA is with them for the long haul. Whatever the future may hold, United American will be there.

*Mark S. McAndrew*

Mark S. McAndrew  
CEO, United American



DEFUA

## DEFINING United American



Stability  
Service  
Quality  
Commitment

## Branch Managers

may contact the  
**Home Office to  
order yours today!**

DEFUA is available in states marked with an "X" at press time.

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