

## Get Your Customers' Motors Running

At United American, we're always looking for ways to better serve our Agents and policyholders. Our research tells us that our customers are concerned about the cost of healthcare and lifestyle services, whether it is getting prescriptions filled, the need for new eyeglasses or a multitude of other necessities. Over the next 12 months, beginning in October 2000, current policyholders who are not participating in "Automatic" Claims Filing (ACF) or do not pay for ACF and those who do not have any type of Partners program will be mailed a 60-day free trial offer on the UA Partners plan.

The mailing includes a letter explaining the program, a UA Partners ID card, booklet and a personalized provider list for their zip code. Please note that their United American Medicare Supplement ID card is still current and there is no need to request a new one.

The UA Partners card will already be activated when policyholders receive it in the mail. They are encouraged to use it for the next 60 days for free. If they decide at the end of the trial period to keep it, they do nothing! The membership fee for UA Partners will be reflected in their billing notice after the 60day trial offer is complete. If they do not want to participate in the UA Partners service program, they simply call (800) 308-0374 by the date listed on their letter to cancel.

With the Partners program, our customers will see the dollars they can save by taking advantage of product and service discounts on:

retail prescriptions • dental care • chiropractic plan mail order prescriptions eye wear hearing plan services

Using the UA Partners card is easy! Just present the ID card to participating providers each time a purchase is made or an appointment is set up and receive the discount right then. Since UA Partners services are not insurance, there are no claims to file and no waiting periods.