AMERITOPICS

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NEW PRODUCT DELIVERS ...

DENTAL REWARDS℠

In February, Ameritas introduced a dental plan concept that rewards insureds who take care of their teeth. Dental Rewards℠ delivers built-in rewards to attract and retain good dental risks while offering a valuable incentive for future oral wellness.

• Rewards insureds, including covered dependents, who care for their teeth and use only a portion of their annual maximum during a benefit year.

• Available with our traditional indemnity, EssentialDental®, managed care and voluntary Flex plans (available with Flex 1 upon renewal). Also, available with our High/Low plan and buy-up options.

• Insureds qualify for the increased annual max rewards by filing a dental claim during the benefit year and not exceeding their annual max threshold amount.

• Helps insureds build their annual max toward future covered dental procedures. (Excludes ortho, which has its own maximum.)

• Excellent for new groups.

EXAMPLE • PLAN WITH A $1,000 ANNUAL MAXIMUM

Annual maximum for Preventive, Basic, Major	$1,000
Annual threshold (not exceeding this amount)	$500
Annual reward toward next benefit year	$250
Next benefit year's annual max plus reward	$1,250

Maximum reward is $1,000 (additional accumulation toward annual max).

So, if you have a $1,000 annual maximum benefit, go to the dentist at least once and use a total benefit not exceeding $500 (threshold) during the benefit year, you will be rewarded the following benefit year with $250 to use in addition to your $1,000 annual maximum!

Follow the same guidelines, and the next benefit year you are rewarded with another $250. Keep building to a maximum reward of $1,000 to add to your $1,000 annual max. Note, if you don't file a claim in a benefit year, or there's a 12-month break in coverage and you rejoin the plan, the rewards are lost and your annual max is reset to $1,000. But, you can start building again!

PLAN OPTIONS

Annual Maximum	Annual Threshold	Annual Reward	Maximum Reward Accumulation
$500	$250	$125	$500
$750	$250	$125	$500
$1,000	**$500**	**$250**	**$1,000**
$1,250	$500	$250	$1,000
$1,500	$750	$250	$1,000
$1,750	$750	$400	$1,200
$2,000	$750	$400	$1,200

• Great option at renewal for existing groups. Difficult for competitors to match the higher annual max reward benefit. Our system tracks and calculates annual dental rewards for each individual.

• Two-tier plans featuring our Participating Provider Organization are available. The annual threshold, annual reward and max reward levels are determined by the plan's out-of-network maximum.

Contact your local Ameritas or First Ameritas representative to confirm state availability.

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Ameritas Group, a division of Ameritas Life, offers group dental and eye care insurance products nationwide. In New York, insurance coverage is provided through First Ameritas Life Insurance Corp. of New York.

Ameritas Life is rated Ag (Excellent) for financial strength and operating performance by A.M. Best Company. This is the third-highest of Best's 15 ratings. Ameritas Life is rated AA (Very Strong) for insurer financial strength by Standard & Poor's. This is the third-highest of S&P's 21 ratings.

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VOLUNTARY "FLEX" PLANS: FINDING THE RIGHT FIT

The voluntary dental insurance market has experienced significant growth over the past five years as businesses have struggled with increased costs for medical and pharmaceutical insurance and difficult economic conditions. Voluntary plans – where employees decide whether or not to participate and often pay 100% of the premium – can be the ideal solution for employers facing reduced budgets for employee benefits.

Voluntary? Section 125? Flex? Cafeteria?

All are terms used interchangeably when referring to plans utilizing the pre-tax benefits available through Section 125. Ameritas' voluntary plans are called Flex Plans.

When employees pay for benefits on a pre-tax basis, the amount of their taxable income is reduced, thereby reducing their tax liability. The employer also sees a savings in FICA payments since the actual taxable wage is reduced.

Section 125 of the Internal Revenue Code, enacted by Congress in 1978, allows companies to give their employees the opportunity to pay for benefits on a pre-tax basis. Pre-tax benefits lower payroll-related taxes for both the employer and employees.

Some employers install a Section 125 plan when contributing money toward the premium, but in many Section 125 plans, the employer pays none of the premium. With Flex, we waive the traditional requirement of at least 25% overall employer contribution and consider the tax savings to employees to be an incentive to participate. We also allow group size flexibility and lower participation levels on Section 125 cases and, if participation is less than anticipated, can adjust the benefits rather than changing rates.

What Do Employees Expect?

When designing a voluntary plan, it's essential to keep in mind that employees are the key customers. The plan must be focused on meeting employees' needs and expectations, since they usually pay the majority – if not all – of the premium cost.

Employees may want a plan that focuses on prevention and covers basic dental needs. In specific industries, employees want the plan to include orthodontic procedures. A group comprising a large number of Baby Boomers may want a plan that covers more basic and major procedures. It's important to understand employees' needs and desired product features before designing any voluntary plan, so it appeals to the specific group and has the best chance of success.

Added Advantages

Your local representative also can provide information about these Flex Plan added advantages:

Automated payroll deduction billing system for employee-pay-all groups. We are one of the few carriers who offer this service on voluntary products. Premium-list billings payroll deduct 12, 13, 24, 26 or 52 times a year. • Handles mid-month employee additions, terminations or changes. • Can stop billed-premium/ claims for an approved-absent employee without terminating coverage.

Participation waiver program. By counting completed waivers (for employees covered elsewhere) toward participation, this program can answer employers' concerns about meeting participation requirements for a voluntary plan. • All employees attend enrollment meetings on company time and complete an enrollment or waiver. • Ameritas/First Ameritas representatives conduct meetings and provide promotional material. • Underwriting approval may be required for large cases.

Communication is Key

For a voluntary plan to succeed, options must be clearly communicated to employees. Participation is greater if the employer holds mandatory enrollment meetings where employees learn the advantages of plan benefits and Section 125 tax savings. Employers with multiple locations or multilingual workforces are just two of the challenges that can arise in communicating voluntary plan options. Your local representative has the skills and resources to effectively communicate plan components to employees.

Contact your Ameritas/First Ameritas representative for more information about:

Voluntary Dental

Flex 1 - Increasing Maximum
Flex 2 - Increasing Coinsurance
Flex 6 - Flat Maximum
Flex 8 - Elimination Periods
Flex 10 - Schedule Plan
Flex 12 - Simplified Elimination Periods

Section 125 Administered Only

Voluntary Eye Care

Flex ESM - Decreasing Deductible
Flex ESM - Increasing Frame Allowance