

**YOU SAID:** "Help me market myself and generate leads."

**WE RESPONDED:** "OK. How about FREE, personalized marketing tools?"

Choose up to three **free marketing templates** with your Ameritas Group, small group trust dental quote from HealthPlan Services.

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Scroll through the templates on the following pages,  
then contact us with your choices and the group's census.

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**CALL 800-545-6441 or FAX 800-888-5608**

HealthPlan Services is *The Agent's Advantage*.  
We're dedicated to your success.

**HealthPlan** *Services*



**DENTAL  
INSURANCE:  
SURPRISINGLY  
AFFORDABLE.**

Very valuable.

## THE BEST EMPLOYEE BENEFIT PACKAGES INCLUDE DENTAL.

Adding a high quality dental plan to your current benefits portfolio can increase employee productivity and satisfaction, and improve your company's recruiting and retention efforts.

I'm proud to offer some of the best, most affordable group dental plans available, offered through HealthPlan Services and underwritten by one of the nation's most trusted coverage providers.

These plans promote good dental health, and offer significant cost savings through the PPO network. Tied-to-medical discounts and orthodontia and eye care options are available.

**Contact me today for more information and a free,  
no-obligation quote.**

Administered by:  
**HealthPlan Services**

Some plans may not be available in all areas. Waiting periods, limitations, and exclusions may apply.



ADD  
AN EXTRA  
DIMENSION  
to your business.

## GROUP DENTAL PLANS

### SURPRISINGLY AFFORDABLE. VERY VALUABLE.

Dental insurance is a great addition to a company's benefit portfolio. It can increase employee job satisfaction, job performance, and improve recruiting and retention efforts

#### That's because:

- 1) Dental is in demand – it's the second most requested employee benefit, and
- 2) Simply having dental coverage encourages good oral care, minimizing absences and increasing productivity.

I've helped numerous businesses in our community enjoy the benefits of affordable dental coverage. I can help you find a group dental plan that's right for you and your employees, too.

**Call me today for a free, no-obligation quote.**

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COMPREHENSIVE  
**EMPLOYEE  
BENEFITS  
INSURANCE**  
P A C K A G E ?

Who Has the Time?

## DON'T SPEND TIME AND RESOURCES.

A time-consuming and stressful part of running a small business can be the details of researching and administering a comprehensive employee benefits package.

I can quickly guide you through the variety of products – including medical, dental, vision, disability, and life insurance.

### **At least one part of your business can be stress free.**

I've helped numerous local small business owners and their employees enjoy the benefits of affordable, insurance plans.

**I can help you, too. For a free quote and consultation, call me today.**

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NEED HELP  
SOLVING THE  
**PUZZLE?**



## EMPLOYEE BENEFITS INSURANCE: FAST. EASY. VALUABLE.

A puzzling part of running a small business can be the details of researching and administering a comprehensive employee health benefits package.

I do it all, so you don't have to spend the time and resources. I know how the pieces fit together best, and can quickly guide you through an array of products – including medical, dental, vision, disability, and life insurance.

**At least, one part of your business doesn't have to be confusing.**

I've helped numerous local small business owners and their employees enjoy the benefits of affordable insurance plans.

**I can help you, too. To learn more, call me today.**

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A HEALTHY  
**S M I L E**  
SAYS A LOT

About You.

## THE SMILE OF GOOD HEALTH IS EASY AND AFFORDABLE.

Simply having dental insurance is the best way to ensure you take care of your teeth. And because your overall medical health is tied to your dental health, good dental care will result in more than just a great smile.

I offer affordable dental plans from one of the nation's leading coverage providers, and I make plan selection, enrollment, and administration easy. Choose from a variety of deductibles, plan designs, and in-demand options like orthodontia and eye care.

I've helped many people in our community enjoy the benefits of affordable dental coverage. I look forward to helping you, too.

**Call me today for a free, no-obligation quote.**

Administered by:  
**HealthPlan Services**

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# Dental quotes that make you smile.

Service that makes you jump for joy.

## Give your competitive edge teeth.

Investing in dental insurance is an effective way to invest in the health and productivity of your employees and your business. And as the second most requested benefit, dental insurance is essential for attracting and retaining the best talent.

## Offer your employees Ameritas Pearl Plans®.

These plans have a reputation for beating other dental plans in both benefits and price giving you and your employees plenty to smile about.

FEATURES (what it is)	BENEFITS (why you care)
Plans with no wait on major services	Immediate coverage for you and your employees
Electronic enrollment	Fast, simple processing
Child <i>and</i> adult orthodontics options	Everyone's ortho needs are filled
Dental Rewards®	Increased employee retention and satisfaction
A network of over 70,000 provider access points	Lower member costs
Eye care options	Increased competitive advantage (FACT — 60% of Americans require vision correction)
Tied-to-medical discounts	Cost savings
FREE Section 125	Tax savings for you and your employees
99.65% accuracy rate in claims processing	Worry-free administration
Average case longevity = 7 years	Long-term satisfaction

Administered by:

**HealthPlan** *Services*

Underwritten by:



We're Ameritas. We're for people.®

A Division of Ameritas Life Insurance Corp.  
A UNIFI Company

**Call me for a quote today!**



# Affordable Dental Plans for You and Your Family.

## A Bright Investment

Investing in dental insurance is an effective way to invest in the overall health and wellness of you and your family. And knowing that simply *having* a reliable dental insurance plan is one of the biggest motivators for getting the dental care you need, the time to act is *now*.

Choose from four **BrightOne® Plans** designed with you and your family in mind.

- Reasonable rates
- Child *and* adult orthodontia\*
- Online enrollment
- Annual maximum options
- 100% coverage of preventive, in-network services
- Free eye exam\*
- Easy-to-enroll brochure

## Prevention is Key

Getting regular preventive oral health care can save you time, money, and unnecessary pain and suffering. For example, every \$1 you spend on prevention could save you up to \$50 on restorative and emergency procedures.\*\* Additionally, studies continue to uncover medical concerns associated with common oral health problems.

**So take the first step to safeguarding more than just your smile.**

Administered by:

**HealthPlan** *Services*

Underwritten by:



We're Ameritas. We're for people.®

A Division of Ameritas Life Insurance Corp.  
A UNIFI Company

**Call me for a BrightOne dental quote today!**

\*Eye care and orthodontia not available on all plans.

\*\* Statistic per The American Dental Hygienists' Association.

BrightOne is an association product with association dues payable. Ameritas, the bison symbol, BrightOne, "We're Ameritas. We're for people.," UNIFI and A UNIFI Company are registered service marks or service marks of Ameritas Life Insurance Corp. or UNIFI Mutual Holding Company and are used with permission. Ameritas Group's dental and eye care tailored products (9000 Ed. 01-05) and trust products (9000-Trust Ed. 01-05) are issued by Ameritas Life. Some plans may not be available in all areas. Waiting periods, limitations, and exclusions may apply.

**Help Your Company...**

- Increase productivity
- Attract and retain talent
- Protect its employees

***...With group dental insurance!***

Dear

Dental insurance is the second most requested employee benefit after medical insurance. It's also one of the most affordable employee benefits your company can offer.

I would like to provide you, your employees and their families a high-quality, low cost dental plan offered through HealthPlan Services and underwritten by one of the nation's leading coverage providers – Ameritas Life Insurance Corp.

These group plans promote good dental health and preventive care to keep your employees healthy. So, your employees miss fewer days, and your company maximizes productivity.

Additionally, your employees will enjoy services at substantial savings through the PPO network. The built-in flexibility will enable them to visit any dentist, and both children *and* adults will benefit from the orthodontia option.

Protect your employees and their families. Contact me for a fast, free dental quote today.

Sincerely,

Administered by:

**HealthPlan Services**

Some plans may not be available in all areas. Waiting periods, limitations, and exclusions may apply.

**Ameritas Group Dental Plans:**  
Surprisingly affordable. Very valuable.

Dear

One of the most ignored offerings of many employee health insurance plans is dental insurance. Yet, dental insurance is the second most requested employee benefit after medical insurance.

I'm proud to offer you and your employees the protection of high quality, low cost dental insurance plans offered through HealthPlan Services and underwritten by one of the nation's leading coverage providers – Ameritas.

These group plans are designed to promote good dental health and preventive care. Simply providing access to affordable dental services helps keep employees happy and healthy, reduces absences, and maximizes productivity and retention efforts.

Additionally, your employees will enjoy services at substantial cost savings through the PPO network, and will appreciate the flexibility to choose any dentist. An orthodontia option is also available, offering expense control for both children *and* adults.

I've helped numerous local small business owners and their employees enjoy the benefits of affordable Ameritas Group dental insurance. I can help you, too.

Sincerely,

Administered by:  
**HealthPlan Services**

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**Employee Insurance Benefits**

***“ I solve the puzzle.”***

Dear

A puzzling part of running a small business can be the details in researching and administering a comprehensive employee health benefits package.

I do it all, so you don't have to spend the time and resources. I know how the pieces fit together best, and can quickly guide you through various products – including medical, dental, vision, disability, and life insurance.

At least, one part of your business does not have to be confusing.

I've helped numerous local small business owners and their employees enjoy the benefits of affordable, comprehensive insurance plans. I can help you, too.

For more information and a no-obligation quote, call me today.

Sincerely,

Administered by:

**HealthPlan Services**



