

# HealthPlan *Services*

*Gain the advantage.*

## **Market yourself & grow your business with these FREE sales & marketing tools!**

*Compliments of HealthPlan Services*

**Choose up to 3 of the following marketing templates with your small group trust dental quote.**

### **Instructions:**

- Scroll through the pages of this PDF and make your selections
- Contact us and provide your:
  - Group's census
  - Template choices
  - Contact information to be printed on each template:
    - Your full name
    - Agency name
    - Business phone number
    - Address, city, state, ZIP
    - Email & website addresses

***Then we'll send you PDFs you can print and send to your prospects!***

**CONTACT US.** For consultative sales support, quotes, marketing tools and more, contact us today!

**Fax:** 800-888-5608

**Email:** [sales@healthplan.com](mailto:sales@healthplan.com)



Postcard 1: Group Dental

**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.**

*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 one of the most requested employee benefits, 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.**

*HealthPlan Services*

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



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.**

*HealthPlan Services*

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



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.**

*HealthPlan Services*

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



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.**

*HealthPlan Services*

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

## Letter 1: Group Dental

### **Help Your Company...**

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

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

Dear

Dental insurance is one of the most requested employee benefits. It's also one of the most affordable ones 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,

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

## Letter 2: Group Dental

### **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 one of the most requested employee benefits.

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 Group.

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,

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

## Letter 3: Multi-Product

### 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,

---

# Letterhead Template



# 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 our **BrightOne® Plans** designed with you and your family in mind.

- Reasonable rates
- Child *and* adult orthodontia\*
- Online and paper enrollment options
- Annual maximum options
- Free eye exam\*
- Freedom to use any dentist
- Takeover available for qualifying individuals
- Dental Rewards®

## 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.**

HealthPlan *Services*



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.

Ameritas, the bison symbol, BrightOne, "We're Ameritas. We're for people.," Dental Rewards®, 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 Rev. 03-08) and trust products (9000-Trust Rev. 03-08) are issued by Ameritas Life. Some plans may not be available in all areas. Waiting periods, limitations, and exclusions may apply.





# 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 waiting periods on major services	Immediate coverage for you and your employees
Electronic enrollment	Fast, simple processing
Child <i>and</i> adult orthodontics options	Everyone gets help with their orthodontic needs
Dental Rewards®	Increased employee retention and satisfaction
Takeover down to 3 lives	Immediate coverage and cost savings
Voluntary down to 3 lives	No cost to employer and minimal participation required
Over 160,000 provider access points for care nationwide	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

HealthPlan *Services*



We're Ameritas. We're for people.®

A Division of Ameritas Life Insurance Corp.  
A UNIFI Company

**Call me for a quote today!**

Ameritas, the bison symbol, Ameritas Pearl Plans, Dental Rewards, "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 Rev. 03-08) and trust products (9000-Trust Rev. 03-08) are issued by Ameritas Life. Some plans may not be available in all areas. Waiting periods, limitations, and exclusions may apply.



# Simply Dental<sup>SM</sup> Plans

Give your employees an affordable dental plan that's easy to understand and use.

FOR GROUPS OF 3-99  
ORTHODONTIA FOR  
CHILDREN AND ADULTS  
ANNUAL MAXIMUM  
ROLLOVER BENEFIT  
VOLUNTARY OPTION  
DOWN TO 3

With Simply Dental plans, the name truly does say it all. Choose from three comprehensive plans — Easy, Easy+ and Edge — designed to give your employees the coverage and peace of mind they deserve.

## No Need To Brush Up On Dental Benefit Categories

Is a crown covered at the major level, and a filling at the basic? How about an extraction? With Simply Dental, it doesn't matter — reimbursement is based on the dollar amount of the expense, not the benefit type (preventive, basic, major). This makes cost calculations easy, predictable and worry-free.

### Example: Edge Plan



### Additional Plan Highlights

- There are no elimination periods for benefits paid within levels.
- Freedom to use any dentist.
- Network of more than 160,000 provider access points for care nationwide enables all insureds (regardless of plan selected) access to quality, credentialed dentists who offer a discount on services provided.

HealthPlan *Services*



We're Ameritas. We're for people.®

A Division of Ameritas Life Insurance Corp.  
A UNIFI Company

Contact me for a free,  
no-obligation quote today!

Plans are marketed and administered by HealthPlan Services and underwritten by Ameritas Life Insurance Corp. Ameritas, the bison symbol, Dental Rewards, "We're Ameritas. We're for people.," UNIFI and A UNIFI Company are registered 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 Rev. 03-08) and trust products (9000-Trust Rev. 03-08) are issued by Ameritas Life. Some plans may not be available in all areas. Waiting periods, limitations, and exclusions may apply.

# AFFORDABLE DENTAL INSURANCE



**WHETHER YOU'RE COVERING ONE PERSON OR HUNDREDS, THERE'S A QUALITY DENTAL PLAN THAT FITS YOUR BUDGET.**

Dental insurance is the second most requested employee benefit. As part of an employee benefits package, it can help attract and retain top talent and even help increase productivity. It can do all this at little to zero cost to the employer.

I offer a variety of fully-insured plans that boast an incredible average persistency and satisfaction. Marketed by HealthPlan Services and underwritten by Ameritas Life Insurance Corp., these plans are not discount plans or restrictive HMOs. **Choose from:**

- **INDIVIDUAL PLANS** — Hard-to-beat benefits for individuals, families and seniors.
- **VOLUNTARY DENTAL PLANS (1-35)** — No employer cost necessary. No minimum participation requirements. Easy billing and administration.
- **INDEMNITY & PPO SMALL GROUP PLANS (3-99)** — Traditional coverage with rich benefits, including 100% preventive care, adult and child orthodontia, eye care and the freedom to use any dentist.
- **TAILORED PLANS** — made-to-order dental designed specifically for large groups.

**CALL:**

HealthPlan Services



Ameritas Group's dental products (9000 Rev. 03-08) are issued and underwritten by Ameritas Life Insurance Corp. Ameritas, the bison symbol, "We're Ameritas. We're for people.," UNIFI and A UNIFI Company are registered service marks of Ameritas or UNIFI Mutual Holding Company and are used with permission. Some plans may not be available in all areas.

# AFFORDABLE DENTAL INSURANCE

- **INDIVIDUAL PLANS —**  
for families, individuals and seniors
- **VOLUNTARY DENTAL PLANS —**  
for groups up to 35
- **INDEMNITY AND PPO SMALL GROUP PLANS —**  
for groups of 3 to 99
- **TAILORED PLANS —**  
made to order for large groups



**CALL:**

# AMERITAS DENTAL PLANS

Available through HealthPlan Services.



*There's an affordable dental plan  
that's just right for you.*

---

PEARL PLANS® SMALL GROUP PLANS WITH OPTIONS TO REDUCE COSTS

---

SIMPLY DENTAL<sup>SM</sup> PLANS DESIGNED TO KEEP BENEFIT COSTS PREDICTABLE AND RATES STABLE

---

PPO PLANS DESIGNED TO UTILIZE PROVIDER NETWORK FOR OUT-OF-POCKET SAVINGS

---

BRIGHTONE® PLANS FOR INDIVIDUALS, FAMILIES AND SENIORS

---

BRIGHTOPTIONS® VOLUNTARY PLANS FOR SMALL GROUPS

---

**CALL:**

HealthPlan Services





# AMERITAS DENTAL PLANS

Available through HealthPlan Services.



*There's an affordable dental plan  
that's just right for you.*

**CALL:**

HealthPlan Services

