



Web Eagle

December 2017

Welcome to the Web Eagle, your monthly source for the latest product and industry news from United Security Assurance. For producer use only.

Quote of the Month

"The best and most beautiful things in the world cannot be seen or even touched. They must be felt with the heart."
Helen Keller

e-Applications

You can access state-specific e-Apps for our **SecureHorizons** STC plan and **LSS** series of LTCi products at our [Agent Portal](#)*.

Faxing Applications

We can accept faxed applications with voided checks at this toll-free number

888-976-5969.

Download your copy of the [fax cover sheet](#).

Quoting Software

Our quoting software can be downloaded from our [website](#)*. Contact us, if you are unable to download the quoting software or if you would like to have an illustration done for you.

Our **LSS** and **LSS Select** LTCi products, and

Happy Holidays

We are truly grateful for the many relationships we've built, over the years, with the hard-working agents we serve everyday. Wishing you a season of joy and looking forward to our continued success in 2018.

The Management and Staff of United Security Assurance

A Holiday Message

As I look back on 2017, I am thankful for the many positive developments our company achieved. This year, we paid close attention to your requests and developed tools and plans to make it easier for you to do business with us. This was accomplished most successfully with a menu of on-line tools, such as our e-applications. We released new e-applications for our signature LifeStyle Solutions, LifeStyle Solutions Select insurance plans and our new short-term care product, SecureHorizons. We also implemented a quicker way for you to get new business in to us, with our new faxable application process. Our website was updated to provide easier, quicker access to our sales tools and information tailored for you.

This past year we offered another well-received agent incentive program, "The Big Score". The incentive program was successful in putting extra dollars in the pockets of qualifying agents. Stay tuned - we are hard at work on a new campaign targeted for the spring of 2018.

SecureHorizons short-term home health care plan are featured on [StrateCision quoting platform](#).

Ordering Supplies

USA licensed producers can order directly from our Marketing Team, at 800-872-3044.

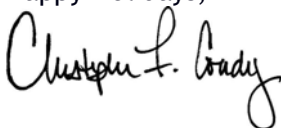
*This is a secured section of our site that requires [registration](#).

Contact Us

673 East Cherry Lane
P.O. Box 64477
Phone: 800-872-3044
Fax: 215-723-8036
www.usaofpa.com

Lastly, I want to personally thank you, our agents, for your continued support. We could not do what we do without you making United Security Assurance your go-to LTCi provider. I would like to wish you and your families a wonderful holiday season, filled with joy and happiness, and I look forward to working with you again in 2018!

Happy Holidays,



Senior Director of Marketing and Sales

Underwriting Corner¹

By: Jennifer Howlett
Underwriting Supervisor

The Underwriting Corner topic for this month is "A New Year; A New Product; a feeling of security is on the horizon with *SecureHorizons*".

As we enter the holiday season and get ready for 2018, we, in the underwriting department, are gearing up for a "mind flip" of our underwriting thought process and procedures with our new product, *SecureHorizons*. (Remember from last month; change can be good.)

SecureHorizons is a limited benefit short-term home care insurance plan designed to bridge the financial gap for individuals who may have experienced an accident, injury, or medical condition and want to recover at home. This is an indemnity policy in which the policyholder will receive the full daily benefit amount, per their schedule page, for an eligible claim. There is an **optional facility care rider** with benefits that are separate and distinct from the base home care policy, also paid as an indemnity benefit; as well as a **3% simple or 3% compound inflation rider**.²

Underwriting for *SecureHorizons* is a bit different than our traditional LTC and HHC products. When we receive the application, we will run a prescription medication check, and perform an abbreviated telephone interview to verify information. That's it! **NO MEDICAL RECORDS!** This process is designed for a fast and easy turn-around time. Just remember to check the medication guide, medical conditions guide and build chart to make sure your client qualifies, and send us the application!

If you are looking for a product to sell as a "bridge" policy, a supplement to an existing LTCi policy, or just short-term, quality coverage for someone that cannot afford a comprehensive LTC or traditional HHC policy, then

SecureHorizons is the product for you.

Change is better, sometimes easier, when you go through it with a partner. Change with us, partner with us, and expand your portfolio with us. United Security Assurance Company of Pennsylvania is your partner for long term care and home health care.

Call our Marketing department today to find out more about *SecureHorizons*, and order your supplies.

Call our Underwriting department with any pre-qualification questions you may have.

¹The information presented in this article is provided solely for informational purposes and is for agent use only. The information provided is accurate and current as of the time of publication. The topic discussed is general in nature and no guarantee of coverage is implied. Products and benefits are not available in all states.

²These riders are not available in Pennsylvania.

A Season for Giving

If you, your family, friends, or neighbors would like to bring a smile to the face of a child this holiday season, then bring a toy to our Souderton office -- an official Toys for Tots drop-off location. Here's what you'll need to do:

- Bring in new, unwrapped toys for children from newborn to age 17
- No price range
- Stuffed animals to bicycles
- Dollar Store toys to high-end items

You have until Wednesday, December 13th, to bring in your donations and deposit them in the *Toys for Tots* collection box located in the front lobby of our home office at 673 East Cherry Lane, Souderton, PA. Our office hours are 7:00AM to 5:00PM. If you can't get to our home office, then you might consider [mailing](#) the toys or making an [on-line donation](#) to this worthy organization.



Connect with USA

We are fortunate to have great producers. We want to make sure you have the opportunity to connect with us, and most importantly, with each other. Whether it's to share

stories or to communicate with like-minded agents, you can find us listening at our social media sites.

We may not be able to answer all questions though; so if you require an immediate response, please contact us by phone at 800-872-3044. Follow us on:



This message was sent to **email@example.com** from **webeagle@usa-cal.com**

United Security Assurance
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673 East Cherry Lane
Souderton, PA 18964



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