



November 2010

Sales and Marketing Ideas to Advance Your Allied Business

A publication of Allied National, Inc.

QUICK READ

- **Agent Bonus:**
How close are you to earning your \$2,000 cash bonus?
- **Value-Added Benefits in Allied Health Plans (part 3):**
Read about how My Health Assistant can help you manage your health care needs.
- **Short Term Medical:**
Allied's Short Term Medical is still accepting children only plans.
- **Small Business Advantage:**
Allied's Small Business Advantage ancillary plans are great plans to sell stand-alone or as add-ons!
- **Holiday Hours:**
Find out Allied's 2010 Holiday schedule.

➤ How close are you to earning your \$2,000 bonus this quarter?

Allied makes it easy to earn up to \$2,000 extra cash this quarter on your new medical cases. We'll give you a bonus for the total number of group medical lives issued during the 4th quarter: 10 employees \$250, 20 employees \$500 and 40 employees \$2,000!*

With the holiday season right around the corner, everyone can use a little extra cash! Take advantage of the extra bonus and get your submissions in now for 4th quarter.

For more information, call Allied Sales Support at (888) 767-7133 or e-mail sales@alliednational.com.

**Bonus available based on total number of new case employee lives issued under Allied group health plans with effective dates between 10/1/2010 and 12/31/2010. Only employees issued on case effective date and still in-force as of the bonus calculation date will be eligible. Bonus will be calculated January 31, 2011 and be paid on commission checks in February 2011. Employee lives credit is added only to a single agent of record for each case issued during the bonus period. General Agents not eligible for this bonus. All bonuses paid at sole discretion of Allied National.*

➤ Value-Added Benefits in Allied Health Plans (part 3 of 3)

MY HEALTH ASSISTANT

Participants in our major medical plans have access to the My Health Assistant program. My Health Assistant helps manage health care needs by giving you access to:

- 24-Hour Nurse Hotline
- Online Physician Access
- 24-Hour Physician Telephone Consultation
- Patient Advocacy
- Online Health Information Library

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Need more information on a topic you read?

Contact Your Allied National General Agency:
The Lawrence S. Brodsky Agency, Palatine, IL
800 347-0747

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➤ Value-Added Benefits in Allied Health Plans (part 3 of 3 continued)

The program is easy to use and is provided at no additional cost to our major medical insureds. For more information on the My Health Assistant benefit, please visit www.alliednational.com/mba.

Allied is committed to providing you with the best in insurance benefits, and our value-added benefits on our group health plans help provide you with the most flexible and comprehensive plans in the market. If you would like more information on any of the benefits above, or more information on Allied's group health plans, please contact Allied Sales Support at (888) 767-7133 or e-mail sales@alliednational.com.

➤ Short Term Medical

Looking for a medical plan for children only? Allied's Short Term Medical PLUS is not subject to new Health Care Reform regulations, therefore, we are still accepting children only plans (all insureds, including children, are subject to a pre-existing conditions exclusion).

The easiest way to get your clients to apply for Short Term Medical PLUS is online through your personalized affiliate sales Web page. Online application offers your clients more benefit options and they can choose an effective date as early as the next day. View an example of an affiliate Web page at tempmedsales.alliednational.com/?affiliate=4.

For more information on Short Term Medical PLUS, or to get your own affiliate Web page, contact Allied Sales Support at (888) 767-7133 or e-mail sales@alliednational.com.

➤ Small Business Advantage Ancillary Products

Don't forget about Allied's Small Business Advantage (SBA) Ancillary Plans!

These plans are designed for the small employer looking for benefits and options typically only available to larger companies. Allied specializes in benefits for small businesses and brings the Allied advantages of choice, flexibility and service to our insurance customers.

The Allied SBA provides four ancillary options: Dental, Life, Short Term Disability and Long Term Disability. All of these SBA options are great add-on plans, and can be sold as stand-alone options!

For more information, please contact Allied Sales Support at (888) 767-7133 or e-mail sales@alliednational.com.

➤ Holiday Hours

For the upcoming holiday season, Allied offices will be closed on the following dates:

- November 25th-26th
- December 23th-24th
- December 31st

We would like to wish you and yours a safe and memorable holiday season.