

# New Approach to Affordable Short Term Care!



Ages 18 to 85

Yes/No Application

Pool of Money — Unique to STC

Up to 360 Days of Coverage

Up to \$300 a Day

Expedited Underwriting

Great Commissions!

Get all this plus great point of sale support!  
Scripted Flip Chart • Single Package Application

*Call xxx-xxx-xxxx for more information and to get started.*

# Transitions™

**MEDAmerica**

An Excellus Company

For Agent Use Only  
TR-533-1

MedAmerica Insurance Company  
Home Office: Pittsburgh, PA

MedAmerica Insurance Company of New York  
Home Office: Rochester, NY

MedAmerica Insurance Company of Florida  
Home Office: Orlando, FL

# Which Road Blocks Prevent Selling to Senior Clients?



*Affordability?*



*Complicated Underwriting?*



*Denial?*

**Remove the Obstacles with**

*Transitions*<sup>TM</sup>

**A New Approach to Short Term Care**

**Pool of Money  
Affordable Plans  
Yes/No Application  
Powerful Sales Tools  
Great Commissions!**

***New Plan • Unique Approach • Consumer Demanded Product  
Call xxx-xxx-xxxx to Learn More!***

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Home Office: Rochester, NY

MedAmerica Insurance Company of Florida  
Home Office: Orlando, FL

# Need to Add Some **“WOW”** to Your Senior Client Product Portfolio?

## *Transitions*<sup>™</sup>

Short Term Care Coverage Offers. . .

*Easy Process and Underwriting — Yes/No Application*

*Pool of Money*

*Restoration of Benefits*

*Exciting new way to sell a product seniors want!*

*Great Benefits — Up to \$300 a Day!*



**Call now to beef up your portfolio xxx-xxx-xxxx**

*P.S. Did I mention great commissions?*

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MedAmerica Insurance Company  
Home Office: Pittsburgh, PA

MedAmerica Insurance Company of New York  
Home Office: Rochester, NY

MedAmerica Insurance Company of Florida  
Home Office: Orlando, FL

What makes Transitions good for you?

# *An Easy Process*

MedAmerica guides you through the entire process.

We **make selling Transitions** as **easy** as 1-2-3 by providing you with sales scripts and flip charts that take you step by step through the sale!

An **easy sale** means **more money** in your pocket!

Offer your clients meaningful benefits at an affordable price with Transitions.

*Contact us today to find out how selling Transitions can put more money in your pocket!*

Agency Info

*Transitions*<sup>TM</sup>

**MEDAmerica**  
An Excellus Company

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MedAmerica Insurance Company  
Home Office: Pittsburgh, PA

MedAmerica Insurance Company of New York  
Home Office: Rochester, NY

MedAmerica Insurance Company of Florida  
Home Office: Orlando, FL

What makes Transitions great for you and your client?

## *Unique Pool of Money Approach*

Give your clients the **ultimate control** over their benefits by offering the only product with a **pool of money approach**.

With a pool of money, clients who don't use their **full daily benefit** amount will **continue to receive benefits** until they spend through their entire benefit pool — even if it lasts **two or more years!**

Offer the **only product** with this **exceptional feature**,

*Transitions*<sup>TM</sup>

*Contact us today to learn how easy it is to make more money by selling Transitions!*

Agency Info

*Transitions*<sup>TM</sup>

**MEDAmerica**  
An Excellus Company

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MedAmerica Insurance Company  
Home Office: Pittsburgh, PA

MedAmerica Insurance Company of New York  
Home Office: Rochester, NY

MedAmerica Insurance Company of Florida  
Home Office: Orlando, FL

What makes Transitions exceptional?

# *Easy Underwriting!*

With 10 simple Yes/No questions, a PHI, and a prescription screen  
**Underwriting is a breeze!**

**Straightforward** and never complicated, **quick** underwriting  
means **faster decisions** and more **money** in your pocket!

Offer your clients meaningful benefits at an affordable price with Transitions.

*Contact us today to learn how you can start  
selling Transitions!*

Agency Info

*Transitions*<sup>TM</sup>

**MEDAmerica**  
An Excellus Company

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TR-533-6

MedAmerica Insurance Company  
Home Office: Pittsburgh, PA

MedAmerica Insurance Company of New York  
Home Office: Rochester, NY

MedAmerica Insurance Company of Florida  
Home Office: Orlando, FL

# New Approach to Affordable Short Term Care!

Up to 360 Days of Coverage

Up to \$300 a Day

**POOL OF MONEY** — Unique to STC

10 Easy Yes/No App Questions

Expedited Underwriting

Ages 18 to 85

Great Commissions!

Get all this plus great point of sale support!  
Scripted Flip Chart • Single Package Application

*Call xxx-xxx-xxxx for more information and to get started.*

*Transitions*<sup>TM</sup>

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MedAmerica Insurance Company  
Home Office: Pittsburgh, PA

MedAmerica Insurance Company of New York  
Home Office: Rochester, NY

MedAmerica Insurance Company of Florida  
Home Office: Orlando, FL

# Which Road Blocks Prevent Selling to Senior Clients?

Affordability?  
Complicated Underwriting?  
Denial?

## Remove the Obstacles with Transitions!

Affordable Plans  
10 Question Yes/No Application  
Unique Approach Supported by  
Point of Sale Flip Chart  
Pool of Money  
Great Commissions!

*New Plan • Unique Approach • Consumer Demanded Product*  
*Call xxx-xxx-xxxx to Learn More!*

*Transitions*<sup>TM</sup>

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Home Office: Pittsburgh, PA

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Home Office: Rochester, NY

MedAmerica Insurance Company of Florida  
Home Office: Orlando, FL



# Need to Add Some “WOW” to Your Senior Client Product Portfolio?

Exciting New Way to Sell a Product Seniors Want

Easy Process and Underwriting — 10 Yes/No Questions

Great Benefits — Up To \$300 a Day

Pool of Money

Restoration of Benefits and Waiver of Premium Options

*P.S. Did I mention great commissions?*

*Call now to beef up your portfolio xxx-xxx-xxxx*

*Transitions*<sup>TM</sup>

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MedAmerica Insurance Company  
Home Office: Pittsburgh, PA

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Home Office: Rochester, NY

MedAmerica Insurance Company of Florida  
Home Office: Orlando, FL

# What makes Transitions good for you?

## *It's Easy to Sell!*

MedAmerica **makes selling Transitions** as **easy** as 1-2-3!

Our point of sale flip chart with scripting takes you step by step through the sales process!

And we all know, an **easy sale** means **more money** in your pocket!

Offer your clients meaningful benefits at an affordable price with:

*Transitions*<sup>™</sup>

*Contact us today to find out how selling Transitions can put more money in your pocket!*

Agency Info

**MEDAmerica**  
An Excellus Company

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MedAmerica Insurance Company  
Home Office: Pittsburgh, PA

MedAmerica Insurance Company of New York  
Home Office: Rochester, NY

MedAmerica Insurance Company of Florida  
Home Office: Orlando, FL

What makes Transitions good for you and your client?

## *Pool of Money Design*

Works like a savings account for short term recovery care.

**Your client's benefits can last even longer.**

Clients who don't use their full daily benefit amount will continue to receive benefits until they spend through their entire benefit pool. **Now that's value!**

Offer your clients meaningful benefits at an affordable price with:

*Transitions*<sup>TM</sup>

*Contact us today to find out how selling Transitions can put more money in your pocket!*

Agency Info

**MEDAmerica**

An Excellus Company

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MedAmerica Insurance Company  
Home Office: Pittsburgh, PA

MedAmerica Insurance Company of New York  
Home Office: Rochester, NY

MedAmerica Insurance Company of Florida  
Home Office: Orlando, FL

# What makes Transitions good for you?

## *Simple Underwriting!*

**Our 3 step process makes underwriting a breeze!**

10 simple Yes/No questions • PHI • Prescription screen

Straightforward and never complicated, quick underwriting means **faster decisions** and **more money** in your pocket!

Offer your clients meaningful benefits at an affordable price with:

*Transitions*<sup>TM</sup>

*Contact us today to find out how selling Transitions can put more money in your pocket!*

Agency Info

**MEDAmerica**  
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MedAmerica Insurance Company of Florida  
Home Office: Orlando, FL

# 44% of Nursing Home stays last less than 1 year.\*

But even a few months of care can have a devastating effect on your clients' finances if they don't have a plan.

Introducing

*Transitions*™

Easy Process

Simple Underwriting

Unique Pool of Money Approach

**Contact us today to learn how you can make more money by meeting your clients' needs with Transitions!**

Agency Info

*Transitions*™

**MEDAmerica**

An Excellus Company

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MedAmerica Insurance Company  
Home Office: Pittsburgh, PA

MedAmerica Insurance Company of New York  
Home Office: Rochester, NY

MedAmerica Insurance Company of Florida  
Home Office: Orlando, FL

\* Vital and Health Statistics, Series 13, Number 167, The National Nursing Home Survey: 2004 Overview, U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, June 2009.