

Security Life

Insurance Company of America

BHINI Feb 2016



S11592 For Agent Use Only - not to be used in a sales situation.

BHINI

Diego Coig | *RVP, Sales*

New for 2016 (Pending regulatory approval)

What does Ameritas bring?

- ① *A (Excellent) — A.M. Best Company paper*
- ② *Better network (coming soon)*
- ③ *New leadership*
- ④ *More resources (i.e. Fast, accurate claims processing)*

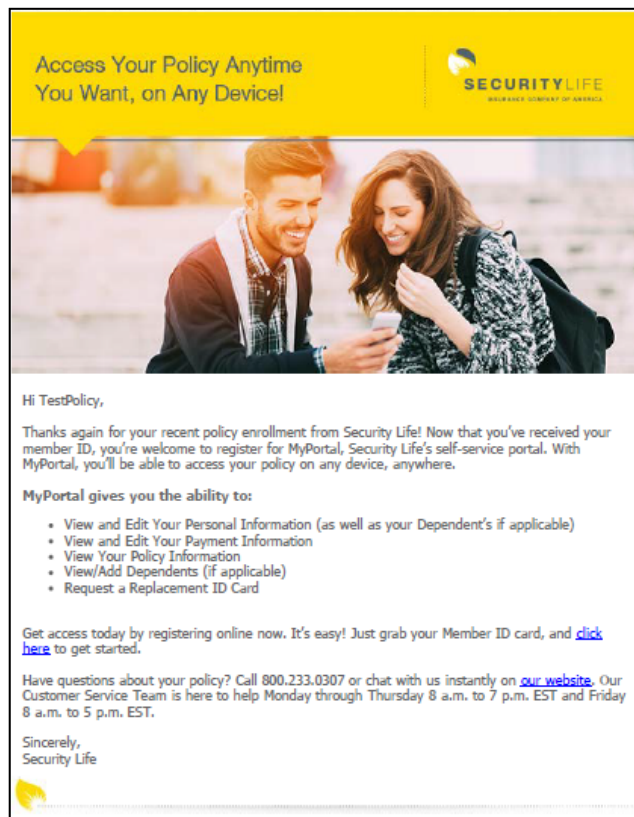
Enhance FMO/GA Strategy

Make it effortless to do business with us

- 1 *Dental & Vision sales kits (English & Spanish)*
- 2 *FMO/GA recruiting materials*
- 3 *Agent consumer pieces*
- 4 *Service materials*
- 5 *Talking points and positioning notes*

New Self-service Portal

Simple and efficient.



- » *Edit Your Personal Information*
- » *Edit Your Payment Information*
- » *View Your Policy Information*
- » *View/Add Dependents (if applicable)*
- » *Request a Replacement ID Card*

PrimeStar Dental & Vision

PrimeStar Dental and Vision features

- ① *All plans available to all ages (same rate any age)*
- ② *Immediate coverage for all services*
- ③ *Everyday effective dates*

» *No enrollment fees*

» *30 day customer satisfaction guarantee*

PrimeStar Dental

*Protecting your
smile.*

PrimeStar Dental

PrimeStar Dental Products

① **Advantage Plus**

② **Advantage**

Any Dentist

Pays claims at UCR regardless of which dentist is used

PrimeStar Dental

PrimeStar Dental Products

① **Advantage Plus
Network**

② **Advantage
Network**



Pays claims at network negotiated rate (MAC)
regardless of which dentist is used

PrimeStar Dental

Maximum Care Network example

SERVICE	REGULAR COST ¹	MAXIMUM[™] CARE COST	SAVINGS
Adult cleaning	\$96	\$65	33%
Routine Check-up	\$53	\$31	42%
Four Bitewing X-Rays	\$67	\$38	42%
Composite Filling (white)	\$155	\$118	24%
Crown	\$1,168	\$758	35%
Molar Root Canal	\$1,193	\$670	44%

Advantage
Advantage Plus

Advantage Network
Advantage Plus Network

¹Not available in all states. Prices subject to change. Regular cost is based on the national average of the 80th percentile usual and customary rates as detailed in the 2013 Fair Health Report in Los Angeles, Orlando, Chicago and New York City areas.



PrimeStar Vision

*Protecting your
eyes is
important, too.*



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PrimeStar Dental

PrimeStar Vision Products

PrimeStar Select Vision



PrimeStar Choice Vision



- Private practice doctors

» *Discounts on additional eyeglasses*

» *5-15% discount on LASIK*



SECURITYLIFE
INSURANCE COMPANY OF AMERICA

Opportunities

*We make it
easy to get
started.*



SECURITYLIFE

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Opportunities

Market potential

- ① *Small business employers* – 1.65 million (less than 100 employees)¹
- ② *Self employed* – 10 million people²
- ③ *Seniors* – 41.5 million seniors³

44%
don't offer
dental
coverage¹

¹ National Association of Dental Plans, *ACA and Dental Coverage – The Basics*, February 2013.

² CareerBuilder & EMSI, *America's Self-Employment Landscape*, 2013, accessed April 8, 2014.

³ U.S. Census Bureau: Current Population Survey, *Annual Social and Economic Supplement*, 2012. Released December 2013, <http://www.census.gov/population/age/data/2012.html>.

BHINI Members currently contracted

BHINI MEMBERS	EFFECTIVE DATE
Agency Services, Inc.	As GA contract is signed
American Benefit Services, Inc.	5/1/2014
Art Jetter & Company	5/1/2014
Benefit Planners Inc.	12/1/2014
Brokerage 1 Agency, Inc.	5/1/2014
Brokers Assistance, Inc.	8/1/2014
Elite Insurance Agency, Inc.	6/1/2014
Empower Brokerage	Termed 12/2/2015 for Non Production
Gordon Marketing	As GA contract is signed
Group Insurance, Inc.	As GA contract is signed
MCC Life Brokerage, Inc.	10/1/2014
Neishloss and Fleming, Inc.	5/1/2014
Northwest Marketing Resources, Inc.	5/1/2014
Oberlin Marketing	4/1/2015
Resource Brokerage	As GA contract is signed
Shields Brokerage	As GA contract is signed
Sue Wilson Brokerage, Inc.	As GA contract is signed
The Benefits Group	As GA contract is signed
The Brokerage Resource, Inc.	6/1/2014
The Brokerage, Inc.	5/1/2014
Word & Brown Insurance Administrators	As GA contract is signed

BHINI Production

BHINI	2014	2015
THE BROKERAGE INC	30,758	166,097
ART JETTER & CO	121,369	123,182
AMERICAN BENEFIT SERVICES INC	14,258	57,407
ELITE INSURANCE AGENCY INC	1,166	19,198
THE BROKERAGE RESOURCE INC	300	15,184
NEISHLOSS & FLEMING INC	6,809	10,407
BROKERS ASSISTANCE INC		6,181
MCC LIFE BROKERAGE INC		2,602
BENEFIT PLANNERS INC		2,310
OBERLIN MARKETING		1,786
NORTHWEST MRKT RESOURCES	707	707
BROKERAGE 1 AGENCY	1,291	495
TOTAL	\$176,658	\$405,562



Thank you!

Diego Coig

Regional Vice President

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