

May 2006
Advertisement

eNews

Greetings!

Welcome to the first edition of the Assurant Employee Benefits eNews.

Featured Updates

- **Grandes Noticias! Assurant Employee Benefits Launches Spanish Voluntary Enrollment Capabilities.**
- **Serious Disability Product Opens Doors To Underserved Industries.**
- **HealthySolutions® Helps Boost Participation.**
- **We Are Pleased To Be Participating in the 8th Annual Benefits Marketing Convention in Las Vegas**
- **Register today for Online Advantage for Brokers and be entered into a sweepstakes drawing for a \$1,000 grand prize!**

Serious Disability Product Opens Doors To Underserved Industries.



Roads not taken by others are viewed as potential roads to growth by Assurant Employee Benefits, a business with a track record of innovation in Long-Term Disability and a focus on serving smaller employers. With the 2005 launch of the Voluntary Serious Disability Benefit, Assurant Employee Benefits made affordable Long-Term Disability (LTD) protection available to whole classes of employees - from nurses to construction workers, factory workers to firefighters - who may never have had access to this coverage before, primarily

because of cost or occupation.

The breakthrough feature of Assurant Employee Benefits' plan was the use of the Impairment Ratings (IRs) developed by the American Medical Association to define disability. The patent-pending use of AMA IRs to define disability establishes a clear, objective and universal benchmark for claim

Grandes Noticias! Assurant Employee Benefits Launches Spanish Voluntary Enrollment Capabilities.



With Assurant Employee Benefits you have access to Voluntary enrollment materials in Spanish. The documents include, plan description, non-personalized enrollment card and health questions. Visit the Voluntary123.com Website for examples and availability.

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qualification - shifting the focus to a claimant's condition rather than occupation on earnings. Given that fewer than 25% of employees at smaller companies and just 42% of those at larger companies are covered for long-term disability¹, the need - and the market potential - are significant. Click on the link below to learn more about Assurant Employee Benefits entire Voluntary Spectrum of disability products, including Serious Disability.

[Privacy Notices](#)



Voluntary ① ② ③ .com

¹ Employee Benefits in Small Private Establishments, 1996, Bulletin 2507, U.S. Department of Labor, April 1999, and Employee Benefits in Medium and Large Private Establishments, 1995, Bulletin 2496, U.S. Department of Labor, April 1998.

[View the Voluntary Spectrum Brochure...](#)

Join our mailing list!

HealthySolutions® Helps Boost Participation.

Currently, with over 17,000 members, the discount program continues to deliver higher participation rates, higher commissions and a pre-sale advantage in a sea of competitors. "When HealthySolutions® is coupled with a voluntary case, we are experiencing an increase in participation over voluntary cases that do not have HealthySolutions®", says John Sudduth of Voluntary Segment Marketing. The discount services program is a complete portfolio of valuable discounts including Vision, Nurse Hotline, Counseling, Pharmacy, Chiropractic, Travel Assist, Identity Theft, Pet Assure and Legal Club.



[Learn more about HealthySolutions®](#)

We Are Pleased To Be Participating in the 8th Annual Benefits Marketing Convention in Las Vegas



Please stop by booth #214 in Las Vegas and check out our portfolio of products. Ask about HealthySolutions® and get registered for a free discount of your choice for one year.

Register today for Online Advantage for Brokers and be entered into a sweepstakes drawing for a \$1,000 grand prize!

Quick. Smart. Convenient. Online Advantage for Brokers is an e-service solution to help reduce the time and effort required to manage your business. At the



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How to enter In the registration process select "Received mail advertising" under how did you hear about our site and enter the promo code. **The promo code for the Online Advantage Broker Sweepstakes is 4286**. The drawing for the grand prize will be held on October 1, 2006.

Sweepstakes Rules No purchase or payment necessary. Open to US residents, 18 or older, who are licensed to do business with Assurant Employee Benefits. Entries must be received by September 30, 2006. For complete Official Rules, please send a self-addressed, stamped envelope to Online Advantage Broker Sweepstakes, c/o Assurant Employee Benefits, 2323 Grand Blvd, Kansas City, MO 64108. Prize awarded will be reported as taxable income.

[Click Here To View The Online Advantage Demo](#)

email: john.sudduth@assurant.com

phone: 816.474.2345

web: <http://www.assurantemployeebenefits.com/>

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Assurant Employee Benefits | 2323 Grand Boulevard | Kansas City | MO | 64108