



Ten Reasons to Sell GAP

1 Covers Gaps in Health Coverage

Today's individual and group health plans have coverage gaps in the form of high deductibles, copays and coinsurance. The Great American Plan is an ideal complement to help supplement high deductible health plans.

2 Benefits Paid Directly to Policyholder

Policyholders receive payment directly from the company. Insureds can use the benefits as they see fit - cover out-of-pocket costs associated with a health plan, pay expenses not covered by a health plan, make car or mortgage payments - anything!

3 No Coordination of Benefits

The Great American Plan benefits are paid regardless of other coverage. This benefits the policyholder as typically the claim filed against a medical plan will not be reduced by the benefits paid directly to the policyholder.

4 Not an Association Group or Discount Plan

Accident coverage issued to associations usually requires the purchase of other services which the policyholder may not need. Also most group association plans are "excess" coverage and they only pay benefits when not covered by another plan. Group coverage is typically not "guaranteed renewable."

5 Issue Age Rates; Not One Rate for All

Rates are based on the issue age and do not increase with age. Best of all, rates are not subject to increases due to medical inflation

6 Guaranteed Renewable for Life

Policyholders can continue coverage simply by paying the premium when due. The plan is guaranteed renewable for life -- it does not terminate at age 65 and there are no benefit reductions.

7 Simplified Underwriting

A short application and simplified underwriting make this plan very agent-friendly. The benefits selected determine the number of questions to answer. No exams or medical record requests.

8 Flexibility to Match Client Needs

Unlike many plans, benefit selection is entirely flexible. All insured individuals must have base accident coverage, but coverage amounts can vary. Optional benefits are "optional" for each member of the family (applicant, spouse, children) and the amount of coverage can also vary by family member.

9 Can Be Used with HSA-Qualified Plans

Health Savings Account regulations allow supplemental coverage for accidents, a specified disease or illness, and insurance paying a fixed amount per day (or other period) of hospitalization. Consumers should consult a tax advisor about tax issues.

10 Portable Coverage

Changing individual or group health plans will not interrupt an insured's coverage with the Great American Plan. Many times money can be saved or benefits increased by replacing the accident rider on an existing health plan.