

## SELL MUTUAL OF OMAHA'S MEDICARE SUPPLEMENT INSURANCE

**More independent agents sell Mutual of Omaha's Medicare supplements than any other carrier's products. Here's why:**

### **We are committed to the Medicare supplement market**

- Serving the Medicare supplement market since Medicare began in 1966; one of the few original carriers still in the Medicare supplement market
- Earned approximately \$930 million in earned Medicare supplement premium in 2007 (Mutual of Omaha and United World)
- Currently insure more than 560,000 lives and growing
- Paid more than \$5.4 billion in Medicare supplement benefits since 1966 and \$684 million in 2007 alone (Mutual of Omaha and United World)
- Fits our senior-market strength
- Supporting your Medicare supplement business through legislative efforts in Washington D.C.

### **We aggressively manage the product line**

- Offer competitively priced Medicare supplements from coast to coast
- Release additional Medicare supplement plans where necessary to maintain a competitive product mix
- Add Medicare supplement products underwritten by our affiliates, United World Life Insurance Company or United of Omaha Life Insurance Company, to provide lower-cost alternatives
- Keep rate increases well below the medical-inflation rate

### **We have fast, flexible underwriting**

- Policies issued in four days on average with automated underwriting
- You have direct contact with an underwriter to help your business issue quickly
- Over 90% placement rate
- Accept-or-reject applications help pre-qualify your prospects

### **We offer a competitive compensation and recognition package**

- Advancing available
- Commissions paid weekly and electronic funds transfer offered
- Exclusive incentive travel program for agents (Buenos Aires in 2009)
- Marketing Accounts reward production with credits to help grow your business
- Producers Round Table acknowledges your efforts and contributions

### **We provide superior agent service**

- Dedicated, responsive Sales Support team, 800.693.6083
- Communication through agent-only magazine *Mutual Matters*, e-mail and online
- Free sales support materials
- Ability to complete applications over the phone and mail them to prospects for review and signatures

### **We provide value-added customer service**

- An industry leader in Medicare supplement Parts A and B electronic claims processing, which eliminates your paperwork hassles
- Friendly, professional and knowledgeable Customer Care Representatives

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# CHOOSE MUTUAL OF OMAHA

## **We have a long history of serving our policyholders**

- Founded in 1909, we're a mutual company that makes business decisions based on the best interest of our policyholders, not stockholders
- We have \$19.4 billion in assets under management
- We're a company with a broad portfolio of products to balance any long-term risk. Products include long-term care, life insurance, annuities, Medicare supplement, critical illness, disability income and hospital income
- Solid industry ratings: A+ (Superior) A.M. Best; Aa3 (Excellent) Moody's Investors Service; AA- (Very Strong) Standard & Poor's

## **People know our name**

- Ninety-nine people in 100 know who we are because of our investment in:
  - *Mutual of Omaha's Wild Kingdom* television show on Animal Planet
  - *Mutual of Omaha's Wild Kingdom* Adventure Tour
  - USA Swimming sponsorship
  - Mutual of Omaha BREAKout! Swim Clinic sponsorship
  - PGA and LPGA professional golfers sponsorship
  - Mutual of Omaha Drive, Chip & Putt sponsorship
  - National television product commercials