

Want a fast way to help your clients and make more sales?



What's a Cash Boost?

A Cash Boost is a wrap around policy that can be purchased to:

- Provide a Cash Benefit
- Increase an insured's total benefit amount
- Provide earlier access to benefits, and/or
- Add Home Care coverage.

Why Cash Boost?

Case A: Receive Benefits Sooner & Have Cash in Hand

For clients who have a reimbursement policy with Service Day EP and/or a high Elimination Period, purchasing a Simplicity Cash Boost for a minimal benefit amount and low EP, the Simplicity policy could be the first policy to be tapped. Your client will not only receive the benefits sooner, but also receive cash to use for care from whomever they want, wherever they want.

Case B: Your Home Can Still be Your Castle, When Cash is King

For clients who may not have or do not have enough Home Care coverage, and who have a reimbursement policy, a Simplicity Home Care Boost will provide them with the cash to pay for the care and services they need to preserve their lifestyle when long term care is needed.

How do I Seize this Opportunity?

- Send a letter or call existing clients suggesting that they have a LTC Policy Review conducted to ensure that their coverage is still relevant to their needs.
- Clients who have a reimbursement policy may want to upgrade their protection with a Simplicity Cash Boost.

For practically a dollar a day, your clients can have the cash they need to secure their future at Home!

For example: Age 65, \$2,100 month, 30 day EP

- No inflation, \$376/year
- Same Benefit Plan, with 5% Compound (2X), \$594/year

**Get more business;
give more protection with a
Cash Boost, only from Simplicity.**
(See affordable premium grid on back page.)

MEDAmerica

An Excellus Company

MedAmerica Insurance Company

Home Office: Pittsburgh, PA

MedAmerica Insurance Company of New York

Home Office: Rochester, NY

MedAmerica Simplicity "Cash Boost"

- 30 EP
- 36 Month Benefit
- Home Care Only
- Standard Rates
- Care Partner 2
- No Inflation

Annual Premiums

Age	\$2,100 Monthly	\$3,000 Monthly	\$3,900 Monthly
50	\$145	\$208	\$270
51	\$155	\$222	\$289
52	\$165	\$236	\$307
53	\$175	\$250	\$326
54	\$190	\$272	\$354
55	\$205	\$294	\$382
56	\$226	\$322	\$419
57	\$241	\$344	\$447
58	\$261	\$372	\$484
59	\$281	\$401	\$521
60	\$312	\$446	\$579
61	\$333	\$481	\$625
62	\$371	\$530	\$689
63	\$406	\$580	\$754
64	\$441	\$629	\$818
65	\$495	\$707	\$919
66	\$545	\$778	\$1,011
67	\$599	\$856	\$1,113
68	\$658	\$941	\$1,223
69	\$723	\$1,033	\$1,342
70	\$778	\$1,111	\$1,444

*Premiums are rounded to the next highest \$.