

CareDirections
Simplicity[®]
Works!



**Simplicity Group
 Long Term Care Insurance**

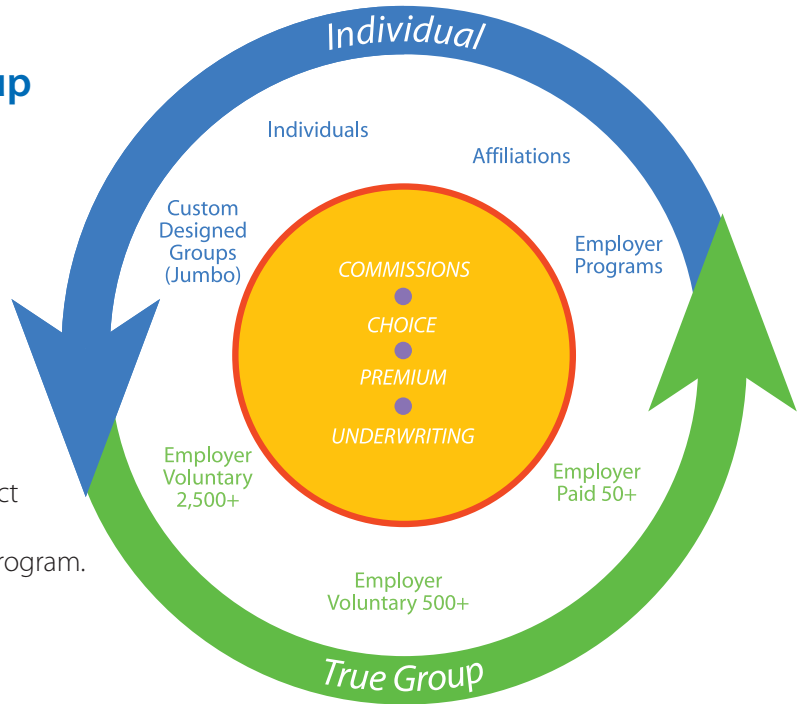
*A LTCi plan for your employer
 group prospects*

**MedAmerica's
 CareDirections Simplicity True Group**

*Long term care insurance for companies
 with 50 or more employees*

The introduction of Simplicity True Group
 completes the circle of what we call
Simplicity 360° Selling:
 all the way around, from individual to group,
 there's a Simplicity solution for your clients.

Whether your prospect is a hometown small business
 or a multi-state corporation, MedAmerica's group product
 offers your clients Simplicity's "cash, not confusion" along
 with the flexibility to design an affordable, quality LTCi program.



The True Group Simplicity Advantage

- Competitive underwriting options
- Guaranteed Issue beginning at 50 lives
- Affordable group rates
- Flexibility of cash benefit
- Uniquely suited for the worksite
- High plan design limits
- No minimum participation requirements
- Vested commissions
- Outstanding sales support

Most of all, Simplicity's simple design and straightforward
 contract language make it long term care insurance
 that's easy to understand... and **sell. Everyone**
understands cash!

Enhance your portfolio of products and
 contact MedAmerica today at
1-800-724-1582
 to learn more about Group Simplicity.

MEDAmerica

An Excellus Company

MedAmerica Insurance Company
 Home Office: Pittsburgh, PA

MedAmerica Insurance Company of New York
 Home Office: Rochester, NY