



# Association LTC Program

## WHY IS THIS PROGRAM GOOD FOR YOUR ASSOCIATION?

- Increases member affinity and loyalty.
- Enhances your benefit package - You have more to offer when you are having membership drives.
- May provide opportunities to increase dues/non-dues income.
- Turn-Key Marketing and Administration with no cost to the association.
- Because they receive premium discounts and simplified issue underwriting, members see it as a benefit they couldn't receive outside the association, creating a sense of loyalty.
- Members tell non-members of the benefits available from the association, which can attract them to join.

## WHY IS THIS PROGRAM GOOD FOR THE MEMBERS OF YOUR ASSOCIATION?

- Members receive a premium discount not available to the general public.
- Simplified issue underwriting may be available.
- Eligible family members receive the same premium discount and simplified issue underwriting. Family members include spouse, adult children, parents, grandparents, brothers, sisters, aunts, uncles, and in-laws.
- If association member is an employer, his/her employees and their extended family members will be eligible for the benefits of this program.
- Applicants may choose benefits to fit their individual needs and budget.
- Coverage is provided by individual policies which are fully portable.