



It's National Save Your Vision Month!

We've been busy planning and attending kid-friendly activities to promote and celebrate two important events.

March is National Save Your Vision Month, and February was National Dental Health Month.

We observe these annual events to help spotlight the importance of dental and vision care to every person's general health and quality of life.

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five years (2007–2011) and counting: center of excellence honors

It's official. Our customer connections contact center earned its fifth-consecutive Center of Excellence certification from BenchmarkPortal.

One of the largest call center benchmarking database programs in the world, BenchmarkPortal's certification process scientifically measures operational metrics and customer/agent satisfaction.

"The certification of Ameritas is a direct result of its leadership's commitment to balancing cost-effective service solutions with best-in-class service performance. It is an achievement of distinction," said Bruce Belfiore, BenchmarkPortal CEO.



Ameritas Group President Ken VanCleave, LLIF, said the company takes pride in maintaining its award-winning service. "Last year, our contact center team not only attained certification for a fifth straight year, but it was named 4th in BenchmarkPortal's Top 100. Our contact center professionals are focused. And, they're empowered to offer customers the best solutions available."

Unlike certifications that focus on less results-oriented measures like process handling methods, BenchmarkPortal certification is strictly by the numbers. This means that BenchmarkPortal experts audit and verify a call center's key performance indicators and compare it to peer organizations.

Only the top 10 percent of participating contact center teams earn the Center of Excellence, demonstrating their superior performance in cost- and quality-related metrics compared with industry peers.

Focus® VSP network plans + affiliates

Our Focus vision plans now offer additional retail chain affiliate providers, simply called Affiliates, which can be added to either the VSP Network or VSP Choice Network. These retail chain affiliate providers give members added convenience and additional retail choices, including Costco® Optical and Eye Care Centers of America, Inc.,™ (ECCA).

Costco Optical offers 400 locations nationwide, and ECCA manages nearly 400 optical stores including EyeMasters®, Visionworks® and Hour Eyes®. Members can enjoy a covered-in-full benefit experience with equivalent frame benefit at any of these retail chain affiliate providers. Contact your local Ameritas or Ameritas of New York sales representative today!



celebrating dental and vision health

This year, Ameritas Group teamed up with the Lincoln (Neb.) Children's Museum and Barnes & Noble bookstores to raise awareness of the importance of oral health during February's **National Dental Health Month**.

Kids entered their drawings in our "What Makes Me Smile" coloring contest to win some great prizes. They also enjoyed fun craft activities with a dental connection each Wednesday morning at the museum. Ameritas Group associates participated in reading time with a dental theme at Lincoln Barnes & Noble bookstores, as well.



Friday, February 3rd, Ameritas Group sponsored the University of Nebraska Medical Center College of Dentistry's Dental Day. Each Dental Day, children from Lincoln and surrounding communities who don't have access to dental care receive free exams and treatment.

For March's **National Save Your Vision Month**, Ameritas Group is sponsoring craft activities and a "See What You Can See" scavenger hunt at the Lincoln Children's Museum. And the VSP Mobile Clinic will make a visit to Lincoln. This fully funded mobile eye care clinic provides quality eye exams and glasses to people in need.

Barnes & Noble and Lincoln area libraries will hold reading times and book displays with a vision theme during the month of March, too.

news you can use

Our most recent articles include one that's full of useful advice on how to evaluate differences between dental plans and carriers, by Joe Deyo, state manager in our Nashville, Tenn., group office. And Karen Gustin, LLIF, who is Ameritas Group senior vice president - group marketing, national accounts and block acquisitions and also the National Association of Dental Plans board chair, authored two articles that report information we know to date about changes to dental plans as a result of health care reform.

Avoid unexpected surprises with dental insurance: tips for comparing plans – *California Broker*, February 2012

Solutions for dental insurance under health care reform – *Health Insurance Underwriter*, January 2012

Understanding dental's role within health care reform/helping kids develop contagious smiles – *California Broker*, January 2012

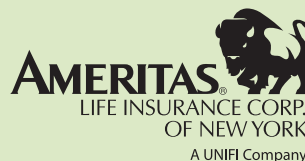
View as-submitted content for bylined articles on our website (*under the "our latest" tab, click the "our articles" quick link*).

Ameritas Group, a division of Ameritas Life Insurance Corp., a UNIFI company, offers dental, vision and hearing care products nationwide. In New York, products are offered through Ameritas Life Insurance Corp. of New York, a UNIFI company. Some plan designs are not available in all areas.

Ameritas Life and Ameritas of New York are rated A (Excellent) for financial strength and operating performance by A.M. Best Company. This is the third-highest of Best's 15 ratings. Ameritas Life and Ameritas of New York are rated A+ (Strong) for insurer financial strength by Standard & Poor's. This is the fifth-highest of S&P's 21 ratings.

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