



Celebrating 125!

In 1887, five Lincoln, Neb., businessmen saw an opportunity to create a local insurance company. On April 6 of that year, they formed Old Line Bankers Life Insurance Company of Nebraska (Bankers Life).

As Ameritas celebrates its 125th anniversary, each member of its family of companies takes pride in our collective histories, and in being part of an organization that has served customers for more than five generations.

Thank you for being part of our success story!

eyewear savings at Walmart, and our two newest vision plans

In our last issue, we reported on our activities to promote March's National Save Your Vision Month. Now, check out our vision-related product news:

eyewear savings at Walmart

Ameritas Group and Ameritas of New York plan members with dental, Vision Perfect®, FUSION: THE ULTIMATE CHOICE®, LASIK or SoundCare® insurance coverage may save up to 15 percent off eyewear frames and lenses at any Walmart Vision Center nationwide. This savings arrangement is available to group members at no additional cost to their plan premium.



The 15 percent savings, which is also a feature of the new plans described below, does not apply to contact lenses or vision care materials like contact lens solution or eyewear cases. Plan members will receive information about the new eyewear frames and lenses savings through their employer.

vision plan with increasing annual max

Our Vision Perfect with Increasing Annual Maximum plan automatically gives Ameritas Group/Ameritas of New York plan members an increased maximum benefit with each year on the plan.

According to Ameritas Group President Ken VanCleave, LLIF, this new Vision Perfect plan – which requires no deductible, waiting period or late entrant provision – “has it all.”

“Members enjoy freedom of choice in selecting any vision care provider and can choose how their benefit dollars are spent,” he said. “The increasing annual maximum gives members more money to spend on a vision exam and vision care materials each year.”

Vision Perfect plan members also receive additional value:

- Plan members may save up to 15 percent off eyewear frames and lenses purchased at any Walmart Vision Center nationwide. This savings arrangement is available to members at no additional cost to their plan premium. There are more than 2,500 Walmart Vision Centers nationwide; each offers a wide selection of affordable and stylish frames and lenses for the entire family.
- Through their secure member account on our website, plan members can access a prescription savings card that can be used at Walmart or Sam's Club pharmacies. Like the eyewear savings, this prescription savings arrangement is available to members at no additional cost to their plan premium.

(continued)

new vision plans (continued)

20/20 PlusSM

Ameritas Group recently unveiled the new 20/20 Plus plan for individuals and families. It features three plan options to let individuals and families select a plan that meets their health care needs. Each option includes vision, dental and hearing care benefits.

An additional value: plan members may save up to 15 percent off eyewear frames and lenses purchased at any Walmart Vision Center nationwide. This savings arrangement is available to members at no additional cost to their plan premium. In addition, each 20/20 Plus plan offers a prescription savings card that can be used at Walmart or Sam's Club pharmacies. Like the eyewear savings, this prescription savings arrangement is available to members at no additional cost to their plan premium.

More information about the Ameritas 20/20 Plus plan is available at ameritasgroup.com, and will be available on the Walmart website – walmart.com – in the health and wellness section.

our dental PPO: still growing strong

Great news! As of this month, the Ameritas dental PPO network has grown to offer more than 235,000 access points (more than 90,000 unique providers). That means our members now have more choices and can visit PPO dentists in new areas across the country.

This network growth will expand sales opportunities. And with a larger geographic reach, our network and products will be even more attractive to your potential customers. Along with more PPO provider options, you and the customers you represent can still count on the same flexible solutions and exceptional customer service you expect from Ameritas Group.

If you'd like more information about our PPO in your area, please contact your Ameritas Group or Ameritas of New York sales representative.

Mike Reichke answers survey, wins iPad® 2

We appreciate knowing what you think of our products and services. All producers who respond to our surveys are automatically entered into a random drawing for a free Apple® iPad 2. Our most recent winner is Michael Reichke of Stafford, Texas. Congratulations, Mike!

Ameritas Group, a division of Ameritas Life Insurance Corp., offers dental, vision and hearing care products nationwide. In New York, products are offered through Ameritas Life Insurance Corp. of New York. 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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