



Dental Day Success

The latest Ameritas-sponsored event provided access to dental care for nearly 200 children from 14 communities across Nebraska.

At each Dental Day, kids enjoy carnival games, lunch and free dental care. Some receive extractions, fillings and root canals. The event is often the first time many of the children have seen a dentist.



Center of Excellence for our service

We are now a six-time recipient of BenchmarkPortal's Center of Excellence certification for our contact center customer service.

Center of Excellence recognition is one of the most prestigious awards in the customer service and support industry. To become certified, contact centers must meet rigorous service standards in efficiency and effectiveness. Only the top 10 percent of participating contact center teams earn the Center of Excellence, demonstrating superior performance in cost- and quality-related metrics.

"We applaud Ameritas' ongoing commitment to superior customer service," said Bruce Belfiore, BenchmarkPortal CEO. "Certification is an important distinction based on scientifically measured best practices drawn from BenchmarkPortal's database of contact center metrics, which was developed at Purdue University and is now the largest in the world."



Ken VanCleave, LLIF, Ameritas group division president, attributed the company's award-winning service to the commitment of its associates. "Service excellence has always been a top driver for customer and agent satisfaction," he said. "And our contact center professionals know how to deliver. Our people really care."

personalized member ID cards online

Member identification cards are available on the secure benefits administrator and member sites at ameritasgroup.com. Members can access, view, print and save personalized dental, vision and hearing ID cards.

celebrating vision and dental health

March is **National Save Your Vision Month**. We're teaming up with the Lincoln (Neb.) Children's Museum, Lincoln City Libraries, Barnes & Noble bookstores and Lincoln Public Schools to raise awareness of the importance of vision health through kid-friendly activities:

- weekly crafts and a scavenger hunt at the museum
- guest readings and crafts at the bookstores and libraries
- guest readings – by Ameritas associates as well as local school representatives and "celebrity" volunteers – in second-grade classrooms

And the VSP Mobile Clinic will visit Lincoln in April. This fully funded eye care clinic provides quality eye exams and glasses to people in need.

continued

celebrating vision and dental health (continued)

For 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. Our associates participated in reading books with a dental theme at the bookstores and libraries, as well.

Friday, February 1, Ameritas 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.



Keep up with our latest news and activities on our social media sites!

news you can use

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

Karen Gustin, LLIF, Ameritas senior vice president - group field sales, national accounts and broker blocks, authored two recent articles:

Are you a great partner? Tips for selling benefit plans to employers – *California Broker*, January 2013

The vital role for dental and vision within health care reform – *Health Insurance Underwriter*, January 2013

Visit ameritasgroup.com (select the "our latest" tab) to see our new **video series**, which highlights the strengths we offer you and your customers.

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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