



# Ameritas Handbook

Learn about Ameritas, our values, and how we support you and your clients.



Ameritas Life Insurance Corp.  
Ameritas Life Insurance Corp. of New York

# Ameritas: fulfilling life

## A carrier you can trust

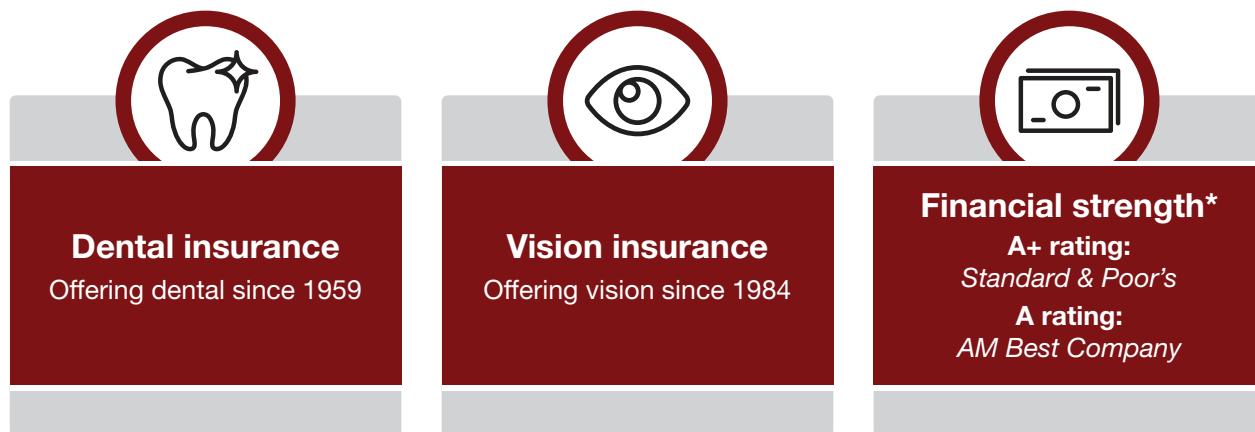
Ameritas is a carrier you can trust to take care of you and your clients. We are in the business of fulfilling life. With Ameritas, you can help protect your clients with dental, vision and hearing care benefits that meet their needs and expectations.

## Quality products

We've been around since the 1800's. To stay in business this long, we make sure to create quality products. Our individual dental and vision insurance plans provide your clients with comprehensive next-day coverage, access to nationwide dental and vision networks and competitive benefit allowances.

## Support tools

We also make your job easier with a simple online enrollment process, knowledgeable support teams to answer your questions and easy-to-use online tools to manage your commissions, access marketing materials and more.



*\*Ratings are current as of May 2025 and subject to change.*

# Products and network

## PrimeStar® dental plans

- Coverage for Preventive, Basic and Major services
- Some plans offer additional coverage such as orthodontia and hearing care
- Next-day coverage and no enrollment fees
- Credit for prior dental coverage
- No waiting periods on most plans

*Dental plans are not available in MA.*

## Ameritas dental network

**Exceptional network.** The Ameritas Dental Network is one of the nation's largest and offers access to providers in the U.S. and Mexico. This means your clients have convenient access to high-quality, affordable care. Members can see any dentist they choose, in- or out-of-network. Family members do not need to see the same dentist.

**Network savings.** Visiting a network dentist can make benefit dollars go further. Dentists in the Ameritas network have agreed to charge 25-50% less than their regular rates, which can lower out-of-pocket costs.

Members can find Classic (PPO) network providers near them at [ameritas.com](https://ameritas.com) – [Find a Health Provider](#).

*Network not available in MT, RI, and WY excluded ZIP Codes.*

## PrimeStar® vision plans

- Access to either the VSP or EyeMed vision network
- Next-day coverage and no enrollment fees
- No waiting periods



Prescription and hearing savings programs are included with dental and vision plans.

## Vision networks

**The VSP network** features the nation's largest network of independent doctors. Retail locations include Costco, Visionworks, Walmart and Sam's Club. VSP provider discounts include 20% off the remaining frame balance, additional prescription glasses, and non-covered lens options. In-network benefits can be applied online at [eyeconic.com](https://eyeconic.com). Members can find VSP Choice Network providers near them at [vsp.com](https://vsp.com).

**The EyeMed network** is one of the largest in the nation with a mix of independent providers and retail chains including LensCrafters, Pearle Vision and Target Optical. EyeMed provider discounts include 20% off the remaining frame balance, materials not covered by the plan, and non-prescription sunglasses. Online in-network options include [contactsdirect.com](https://contactsdirect.com) and [glasses.com](https://glasses.com). Members can find EyeMed Access Network providers near them at [eyemed.com](https://eyemed.com).

*MA, MT, RI, and WA only offer a no-network vision plan.*

# Agent support: **producer portal**



Ameritas offers many resources to make your job easier. One of these is the producer portal. This online service portal lets you manage your business on your schedule and simplify the daily tasks that are necessary for success.

## What you can do in your portal

- Set up EFT commission payments (if applicable).
- See your block of business.
- View and download commission statements (if applicable).
- Access your shopping URL.
- Order ID cards or email instructions on how to access them online.
- Access quick links to help find a dental provider or review network listings.

## Get started

1. Go to [producerportal.ameritas.com](https://producerportal.ameritas.com).
2. Click Register.
  - a. **Name:** If you are assisting an agent, please register using your own name.
  - b. **Agent/Agency ID:** The Agent ID is in your email notice. To access commissions paid to an agency, you must register with your Agency ID instead.
    - i. Do not use the first three digits of your ID when registering, such as 010 or 026
  - c. **ZIP Code:** Enter your Business ZIP Code.
3. Create User ID, verify email address, and finish creating your account.
  - a. Email: Separate email addresses are needed for each registration.

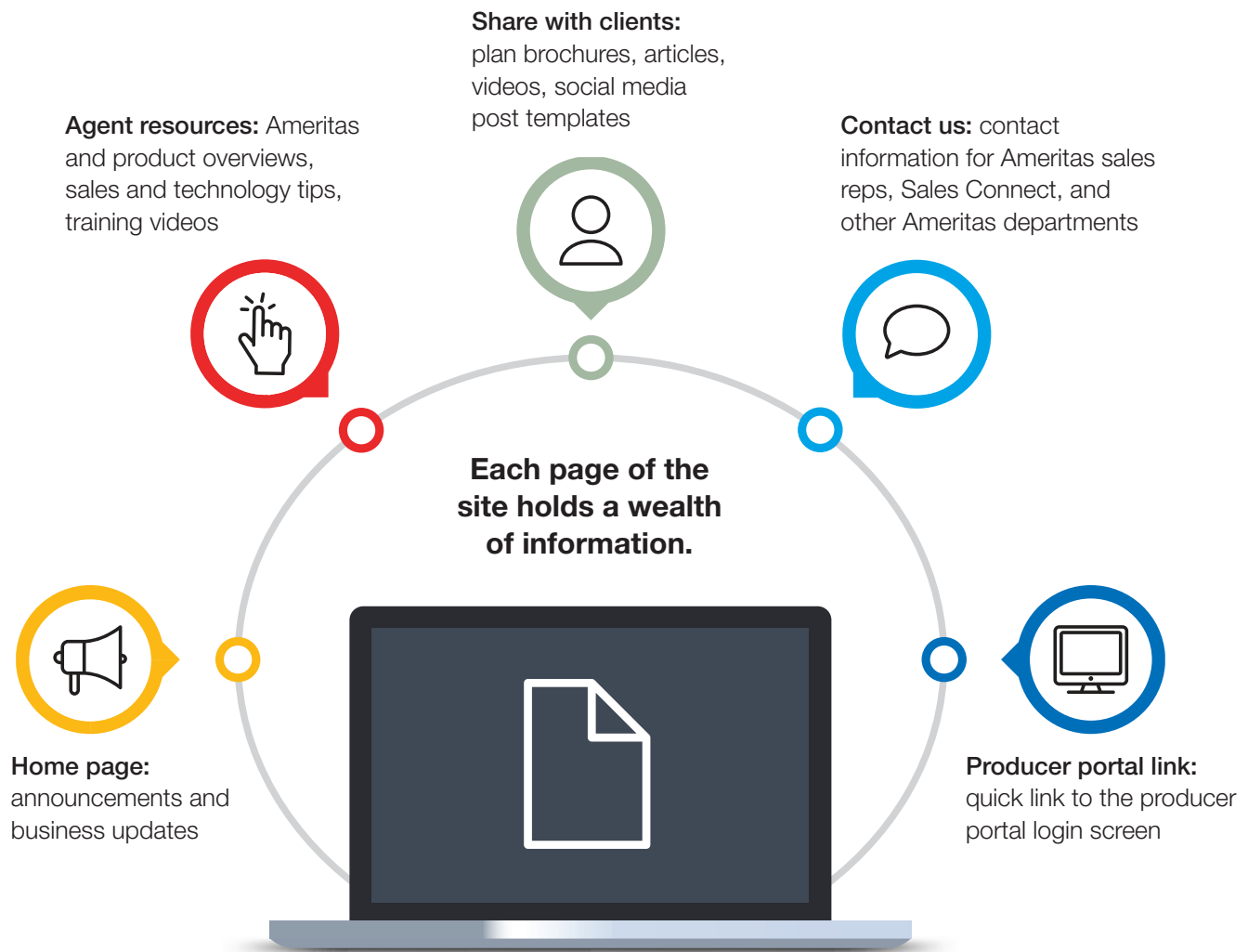
For producer portal tips, view [this guide](#).

If you need help registering or navigating the portal, contact the producer portal support team.

- Call 855-517-5307, option 4.
- Email [producerportalsupport@ameritas.com](mailto:producerportalsupport@ameritas.com).
- Once you've registered and logged in, a chat feature is available during office hours.

# Agent support: **agent marketing site**

The agent marketing site is another resource available to agents. This website has educational resources and marketing materials to help you learn about and sell Ameritas individual dental and vision products. Since there is no secure business information on the marketing site, there is no login required. It is located at [explore.ameritas.com/agentmarketing](https://explore.ameritas.com/agentmarketing).



**TIP:** The easiest way to share a brochure, video or article with clients is to copy the URL from your web browser and send that link to your client. That way they always have the latest version.

# Agent support: Ameritas shopping site



Ameritas individual dental and vision plans can be viewed, quoted and purchased online. You will receive a unique shopping URL that you can share with clients. You receive automatic credit for sales purchased through your shopping URL.

## Shopping URL

Your shopping URL was provided in an email when you became appointed with Ameritas. It is also available in your producer portal by clicking the blue Quote button, and then Quote for Individual Products. Be sure to save your URL by bookmarking it in your web browsers.

There are many ways to share your shopping URL. You can hyperlink it in emails and on websites, create a QR code and add it to materials being printed, and share your link in social media posts.

## Shopping site

The dental and vision shopping site is intuitive, easy-to-use and provides the most up-to-date rates for you and your clients. Below are some of the features.

- Your agent contact information can be accessed from the agent icon in the top right corner.
- Only a ZIP Code is required to gather a quote.
- You can choose to view dental plans, vision plans, or both. And you can adjust your view later.
- During the enrollment process, you can add or remove dependents without starting over.
- Choose to share all plans or select a specific plan to share via email. Shared quotes show your email address as the sender.
- Find a provider links are easily accessible throughout the quoting process.

View the shopping site at [myplan.ameritas.com](https://myplan.ameritas.com).

**TIP:** Learn about ways to save and share your shopping URL in [this brochure](#).

If you need assistance with your shopping URL or the shopping site, contact the Sales Connect team at 888-336-7601, option 2 or [salesconnect@ameritas.com](mailto:salesconnect@ameritas.com).

# Agent support: **Sales Connect team**

The Sales Connect team is dedicated to supporting our distribution partners. They can assist with both pre- and post-sale inquiries.

## How we can help

- Ameritas dental and vision product features
- Specific coverage or procedure questions
- Shopping URL support
- Shopping site navigation support
- Details on the quoting, enrollment and billing processes
- Network provider search support
- Sales and marketing support

**TIP:** If your client is changing Ameritas plans because of a qualifying event, be sure to contact Sales Connect. They can help make sure it is a smooth transition to the new plan and that your client receives credit for prior coverage.

## Contact us

The Sales Connect team has dedicated Spanish-speaking associates who support emails, phone calls and online chat.



**Email:** [salesconnect@ameritas.com](mailto:salesconnect@ameritas.com)



**Phone:** 888-336-7601

**English:** option 2

**Spanish:** option 7

Mon-Thurs 8 a.m.- 5 p.m.

Friday 9 a.m.- 4:30 p.m.



**Chat:** Available on shopping site

Mon-Thurs 8:30 a.m.- 4:30 p.m.

Friday 9 a.m.- 4 p.m.

# Client support

Ameritas supports your clients so they can make the most of their benefits after becoming a member. They can access benefit information in their member portal, call or email Ameritas with benefit or administration questions, and search wellness information through our blog.

## Secure member account

After they enroll in coverage, your clients can create their member account to see their policy and claims, download their ID card and save it to their digital wallet, and view and edit billing and account information. Dental plan members will have additional resources to help them find network providers and estimate dental costs in their area. They can access their account at [ameritas.com/sign-in](https://ameritas.com/sign-in).

## Order ID cards by phone

Your client can call our automated phone system if they want their ID card and policy mailed to them. This is handy if they opted for electronic delivery of their plan documents at enrollment but then decided they do want paper copies after all.

They will need their 9-digit member ID or confirmation number, date of birth and last name.

- Call **800-300-9566** (NY: 866-619-6095)
- Press 3 for Billing or Administrative services
- Then press 1 to order an ID card or policy booklet

## Call center

The Customer Connections call center can help your clients with account questions by phone and email. They receive a 4.5 out of 5 overall caller satisfaction score and have Spanish and multilingual interpretation services.

- Call **800-300-9566** or **866-619-6095** for New York
  - Option 1: Claim payment or benefit information
  - Option 3: Billing or Administrative services
- [cs@ameritas.com](mailto:cs@ameritas.com)

## Wellness blog

Your clients can learn more about dental, vision or hearing wellness tips at [ameritas.com/insights](https://ameritas.com/insights). The health section has a wealth of wellness information that is constantly updated.

[Producer marketing site](#)



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