



ASSURANT
Health

For more information call

877-225-5077

or visit www.nstarmarketing.com

About Assurant Health

Assurant Health has been in business since 1892 and is the brand name for products underwritten and issued by Time Insurance Company, John Alden Life Insurance Company and Union Security Insurance Company. Together, these three underwriting companies provide health insurance coverage for almost one million people nationwide. Each underwriting company is financially responsible for its own insurance products. Primary products include individual medical, small group, short term and student health insurance products, as well as non-insurance products and consumer-choice products such as Health Savings Accounts and Health Reimbursement Arrangements. With almost 3,000 employees, Assurant Health is headquartered in Milwaukee, Wis., and has operations offices in Minnesota, Idaho and Florida, as well as sales offices across the country. The Assurant Health Web site is www.assuranthealth.com.

Assurant Health is part of Assurant, a premier provider of specialized insurance products and related services in North America and selected international markets. Its four key businesses – Assurant Employee Benefits, Assurant Health, Assurant Solutions and Assurant Specialty Property – have partnered with clients who are leaders in their industries and have built leadership positions in a number of specialty insurance market segments worldwide.

For agent use only. Not intended for distribution to or use with customers. Assurant Health is the brand name for products underwritten and issued by John Alden Life Insurance Company.
© 2008 Assurant, Inc. All rights reserved.
Form 29655 (Rev. 2/2008)



ASSURANT
Health

North Star Marketing



*Professional Service
Before, During and
After the Sale*

Health insurance is complex. *We make it easy.*

At North Star Marketing, we haven't forgotten that as an independent agent, you are free to work with the carriers of your choice.

That's why we're committed to providing you with professional service before, during and after the sale.

Health insurance is a great way to increase your business and your income, but you may not have time to learn the intricacies of yet another product. No problem—your North Star Marketing Representative makes it easy.

From quoting and applying through underwriting and renewals, your Rep is dedicated to your complete support—regardless of your experience with health insurance.

I invite you to give us a try. You don't have to *specialize* in health insurance to make it a *highly rewarding* part of your business. Just call 877-225-5077 to get started.



Sincerely,

Bill Reeg
Vice President, Sales
North Star Marketing

North Star Marketing at a Glance

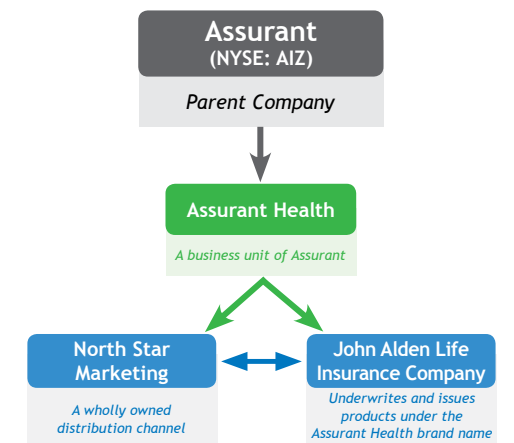
North Star Marketing offers Assurant Health products exclusively, including:

- Small Group Insurance
- Individual Medical Insurance
- Short Term Medical Insurance
- Supplemental Insurance

Products are underwritten by John Alden Life Insurance Company.

North Star Marketing is part of Assurant Health. Assurant Health provides quality products and outstanding service to the people we insure and the agents who represent us.

Assurant Health is part of Assurant, a publicly traded provider of specialized insurance products and a member of the Fortune 500 and S&P 500.



North Star Marketing

Professional Service Before, During and After the Sale

How can selling a complex product like health insurance be easy if you don't do it every day? Simple. Find an organization that provides professional service before, during and after the sale.



Think of North Star Marketing as an extension of your office

Even if you don't focus exclusively on health insurance, it's nice to work with an organization that does. Our processes and tools weren't developed overnight. In fact, by appreciating agents and demonstrating integrity, we've been *earning* business from agents like you for nearly 50 years.

One thing you can count on: North Star Marketing will save you time—time you can use to sell more or to just enjoy what life has to offer.

Professional Service Before the Sale



- **Single point of contact:** You get the *strength* of a nationally known carrier and the *attention* of local representation. You'll work with the same person every time—your North Star Marketing Representative.
- **A wealth of knowledge:** Your North Star Rep is your source for “training the way you want it,” as well as information about the health insurance industry, competitive intelligence, and a thorough understanding of Assurant Health processes.
- **Marketing strategies:** Your Representative will show you proven health insurance marketing techniques to help you generate valuable leads and earn more money.
- **Long-term relationship:** You can expect frequent telephone and personal contact. Your Rep serves you best when he or she truly understands you and your business.



“ The entire North Star Marketing office does a great job of training me on the details of the products. They make sure I understand all my options before I meet with a client. ”

Barry S. — Agent

Professional Service During the Sale



- **Presenting intelligent health insurance options:** Your North Star Rep will help pre-qualify your prospects, assess their needs and budget, and recommend the best coverage options.
- **Fast turnaround on proposals:** Your Rep will follow up with you on every quote, typically within 24 hours.
- **Submission assistance:** Your Rep will guide you through the entire submission process – from application through policy delivery.



“ Want to feel like you are the only one North Star has to service? Work with my North Star Rep and you will! ”

Elaine S. — Agent

Professional Service After the Sale



- **Retention:** Your North Star Marketing Representative will share the secrets to retaining clients for the long term.
- **Your inside connection:** Your Rep is a company employee whose job is to represent your interests.
- **Generous compensation:** You'll earn industry-leading commissions plus sales bonuses.



“ Underwriting is accessible and easy to work with. Renewals are a crucial part of our business and they always give us options. ”

Michelle K. — Agent

To get started, call
877-225-5077