



Agent Bulletin

Allied National - The Small Group Benefit Experts

September 2020

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What's New? Think Blue!

Allied National now has a new logo and branded look to go along with our new partnership.



In June of this year, 90 Degree Benefits, a subsidiary of Blue Cross Blue Shield of Alabama, acquired a majority ownership interest in Allied.

To reflect this exciting partnership, the new Allied logo uses the dominant blue color in the 90 Degree logo. While the font hints at Allied's past branding, the tagline looks to the future and explains the relationship between Allied and 90 Degree Benefits.

"This is a big change for us," said Gary Ashley, Executive Vice President. "We've used 'Allied red' for 50 years and the slanted font for more than 30. This change in our branded look signals a whole new chapter for us."

Updated marketing materials and forms will be implemented over the next few months and can be viewed at www.alliednational.com. Feel free to use materials with the old logo through the end of the year.

New Video Alert: More States, Lower Rates



You should be showing your small employer clients and potential clients Allied National Funding Advantage plans. Why? Check out our latest video above, "More States, Lower Rates," to get all the details!

Not familiar with Allied's Funding Advantage plans? These level-funded plans are not "one

size fits all.” Small employers can choose a plan and customize it to fit their needs and budget. These plans are unique because:

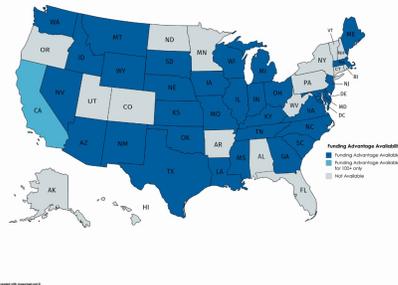
1. Employers don't buy insurance for benefits they don't use.
2. No cookie cutter plans – You can show your clients plans with benefits customized to their group's needs.
3. Employers can get money back when they have a healthy plan year.

What's This About Lower Rates?

Allied has lowered rates by 10 to 20% in ALL states where Funding Advantage is offered! In addition, we've also lowered trend going forward in order to keep these rates more stable.

Lowering the rates make these level-funded plans an easy sale for small healthy groups that want to provide their employees with great benefits at a great price.

Check Out Our Interactive State Product Map



Allied National has a great interactive product availability map that will show you all our products available in a state just by clicking on the state you want. This is by far the fastest and easiest way to see exactly what products are available.

We update this map on a regular basis; we recently added the following 15 states to our Funding Advantage product:

Delaware (6+ employee min.)
Kentucky
Louisiana
Massachusetts
Maryland
Maine
Michigan
Mississippi

Montana
North Carolina (26+ employee min.)
New Jersey
New Mexico
South Dakota
Washington
Wisconsin

In addition, we just added Pivot Quantum PPO to Illinois and Pivot Epic to Mississippi. To see what's available in your client's state, visit our [State Product Availability Map](#).

Allied National has a lot to offer, from group major medical plans to individual health and dental plans. We have something to offer all of your valued clients and new prospects alike. Once you find a product your client is interested in, check out our [marketing materials](#) or call Sales Support at 888-767-7133 for the help you need in completing the sale.

Your Agent Bonus is Waiting

2020 has been a strange and challenging year with a ton of uncertainty. But there is one thing that is certain. We created the *Unlock Your Bonus* campaign because we want to encourage you to introduce Allied's Funding Advantage plans to your clients.

We know small employers like our benefit plans because they're customizable to each company's budget and health coverage needs. This reason makes it easier for our agents, like you, to sell our plans.

During the *Unlock Your Bonus* campaign going on now through Feb. 1, 2021, you can earn up to \$100 per employee every time you sell a new Funding Advantage group health case. Plus, there's no cap to how much you can earn!

This global pandemic has caused all kinds of hardship, especially for small businesses. Right now, is an opportune time to talk with your clients and introduce them to some cost-saving benefit options liked our Funding Advantage plans.

[Get Bonus Details](#)

[Request a Quote](#)

Quick Links



Sales Support

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State Product Availability Map

[View](#) and link to Allied products available in each state.



WINAllied Proposal Software

[Get](#) current proposal software and information. Keep updated!

Allied National is a 90 Degree Benefits Company, a subsidiary of Blue Cross Blue Shield of Alabama.

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