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Happy Holidays

from the AmeriPlan family
to yours

2017





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AmeriPlan® Today ~

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Message from the Editor

Foundations!!!

Over the past several weeks I have been reflecting on what has made AmeriPlan the great company that it is and there are a number of things that came to mind. Obviously there are the people that have made it great, the business opportunity, the income potential to change people lives and the business that we are in. What has stood out most in my mind, is the Foundation on which we have built this business over the past 24 years...it is the incredible product that we offer.

What started out 24 years ago as a simple Dental Plan for \$9.95 per month, has grown into what we now know as Dental Plus, Med Plus and Deluxe Plus. The finest discount health plans available anywhere today. It is not often that you can find a product or service that does what it claims to do, but we have been true to our commitment for all of these years. We have been saving millions of dollars for our members and making millions of dollars for our Benefit Consultants.

I cannot stress too much how important it is that you understand the strength of the programs that you offer. You must build your own story by becoming a product of the product. You must encourage your team and your members to share their stories of success. Testimonials are what you build your foundation on.

In the next few issues of AmeriPlan Today, we will be featuring the benefits included in our plans and will give you information and insights as to how best to explain the benefits to your prospects, and to get testimonials from your members.

In the meantime, have a very *Healthy and Happy Holiday Season!!!*



From the Desk of:
Dennis Bloom – *Chief Executive Officer*

We have come to the end of 2016 and are stepping in to the New Year 2017. While 2016 has been a very eventful and rewarding year in many ways for us personally and for AmeriPlan, it has also been a year of reflection.

As most of you know, 2017 marks our twenty-fifth Anniversary. If you follow the industry, you realize that very few companies manage to survive more than two or three years, not twenty-five years. We are very proud of this accomplishment and fully realize that we could not get to this point by ourselves. It has been a collaborative effort of many people working with resolve, passion and purpose to take us this far.

Our thanks go out to the thousands of Benefit Consultants who, over the years, have always stepped up to do the right thing in serving their families, the company and the community. We also have to extend our gratitude to our incredible staff that has been there day-in and day-out working to make sure that we have done what we can for our members, our providers and our business partners.

Over the past twenty-five years, we have served millions of members and have helped them to save hundreds of millions of dollars in healthcare costs. In addition, through the access to healthcare that our memberships provide, we have changed the lives of many, who might not have been able to access the healthcare that they need because they could not afford it.

We have also seen the lives of thousands of our Benefit Consultants change with the new found time, lifestyle and financial freedom that their AmeriPlan businesses have afforded them. Indeed, over the past twenty-five years we have paid out millions of dollars to our Benefit Consultants. As a matter of fact, more than twenty have earned in excess of \$1 million, with several earning in the three to four million dollar range. Surely, that will change a life.

Last, but not least, many thanks go out to our incredible network of healthcare providers that have made AmeriPlan the best in the industry and of whom we are quite proud. To this day, we have built a network of providers in many disciplines that we believe will never be duplicated again.

Best Wishes for a very *Happy and Healthy Holiday Season!*



From the Desk of:
Daniel Bloom – *Chief Operating Officer*

Well, another year has come and gone!

As we move into 2017, our 25th Anniversary year, it is exciting to reflect on what these past 25 years have meant to so many people. It is however, even more exciting to look to the future and to anticipate what the next 25 years have in store for all of us.

We have seen and learned so much and have proudly watched our company grow and mature. We have seen the amazing impact that AmeriPlan has had on so many of our valued Benefit Consultants. Many years ago, we introduced our motto. “Delivering on the Promise”, and we have been true to that message, assuring that our Members and Benefit Consultants would all be treated with the importance that they deserve.

With 25 years of success under our belts, we cannot rest on our laurels. It is time now to lead AmeriPlan into the next 25 years and to see that they are even better than the last 25. We remain totally committed to being the best that we can be and to making a difference in the lives of those we serve, whether employees, members, providers or Benefit Consultants.

Thank you all for what you have done and what you are going to do to make this an even better opportunity in the future.

Merry Christmas and Happy New Year!



Here is a recap of the year end promotions that you have access to for putting extra Holiday money in your pocket

- **Christmas Cash** – earn **\$250.00** for every **\$269.95 Jump Start** Benefit Consultants that you enroll by December 31st
- **Open enrollment for Jump Start** extended to December 31st
- **December to Remember and January Too!!** – earn **\$75.00** on every **Deluxe** membership that you enroll between now and January 31st

Check your back office for more details and the promotion rules!





As we have said so many times in the past, AmeriPlan is the success that it is because the programs that we offer really work.

This month we are going to feature “AmeriPlan Deluxe plus”. This plan includes all of the benefits of Dental Plus and Med plus in one complete program for only \$39.95 per month for an entire household. What a value!!!

Here is what you get...great savings on all of these services from our network of providers:

- **Dental** – save up to 80% on dental services at more than 80,000 network dental providers. These include general dentistry and a full range of dental specialties.
 - No paperwork
 - No deductible
 - Pre-existing conditions are covered
 - Braces are covered
 - No limits on visits
 - No age restrictions
 - Much more
- **Vision** – save up to 60% on frames and lenses at more than 12,000 Optical Providers Nationwide.
 - Save on ophthalmology exams, contacts, Lasik, Sunglasses and more...
 - 30-day unconditional guarantee
- **Prescriptions** – save up to 85% on brand name and generic prescriptions at more than 58,000 participating pharmacies nationwide:
 - Save on over the counter medications and diabetic supplies
 - Mail order pharmacy option available
 - Wellness screenings available.
- **Chiropractic** – more than 7,500 participating Doctors
 - FREE initial Consultation
 - 50% Savings on diagnostic services
 - 30% Savings on treatment
 - No limit on visits



- **Telemedicine** – Around the clock 24/7/365 physician access – just a click or call away
 - A Doctor is as near as your phone
 - Diagnostic consultations for only \$25.00 per call
 - Informational consultations are free and unlimited
 - Prescriptions are given when appropriate
 - Store your complete medical history.
 - No enrollment periods, insurance forms or denials based on pre-existing conditions
 - “It’s like having a Doctor in the family”
- **Hospital and Health Advocacy** – Bill Negotiator, Surgery Saver and Healthcare Navigator – all in one incredible plan
 - Patient advocate works on your behalf to negotiate medical expenses once you have \$2,500 in service charges
 - Dedicated advisor works with you to assure that you are getting the best value for your surgery and related expenses
 - Advisors address healthcare questions, concerns and needs.
- **Ancillary Services** – ways to save on most of your other health related expenses
 - Imaging and radiographic services
 - Up to 80% savings on laboratory services
 - Save up to 50% on Lasik procedures

If you don’t think that’s enough for only \$39.95 per month, remember, as with all AmeriPlan programs, that is for the entire household, not just the family. Everyone under the same roof is covered...no questions asked...

Any one of those services is worth the price and the member is getting all seven for one low monthly fee. The average family fills 7 prescriptions a year. The savings right there would pay the membership for the whole year. If one telemedicine call saves you from having to take a day off from work and sitting in the Doctor’s office for hours, it is worth it for the year.

If you are not telling the Deluxe Plus story, you are missing out on a great opportunity!!



Each year AmeriPlan Staff picks a children's charity to honor Ethan Sanchez. He was the son of an AmeriPlan family member and passed away in 2013 from Leukemia. Ethan's Project, is a labor of love and has been a healing avenue for all of us.

This year we picked Children's Health Children's Medical Center of Dallas and our theme was Legos. These precious children undergo many medical procedures and after completing a procedure, patients choose an item from a prize bin.

We want to send out a Big "THANK YOU" to all the AmeriPlan staff that donated Legos this year.

The AmeriPlan Employee Motivation Team want to wish you and your family a very Merry Christmas and a Healthy and Prosperous New Year



On behalf of Dennis and Daniel and the entire AmeriPlan Corporate Family, we would like to wish you all a Very Happy and Healthy Holiday Season. This time of the year is very special to all of us, and as we look back at the year 2016, we can be very pleased and proud of what we have achieved. There have also been some sad moments as we have lost some very dear friends and associates.

With that said, we are looking forward excitedly to the year 2017. It is not only from a perspective of an outlook for a better and more peaceful world, but from the standpoint of our great honor to be celebrating AmeriPlan's 25th Anniversary.

We humbly thank each and every one of you for the great contribution that you have made toward our achieving this momentous event.

Happy Holidays from the AmeriPlan Family!!!





Keep your Business Growing with the Centennial Club

AmeriPlan has been recognizing outstanding performance for almost 25 years. Whether it is a pin level promotion or a President's or Founder's Ring Club. The Millennium Club or Millionaires Club....Jump Start or SuperStar...these are just a few.

One of the clubs that has the greatest significance and therefore the greatest reward is that of the Centennial Club. In order to qualify for the Centennial Club, a Benefit Consultant must earn 100 Centennial points in a month. Ten points are awarded for each benefit plan sold and 25 points for each Jump Start Benefit Consultant enrolled.

Upon qualifying for the Centennial Club for twelve consecutive months, the lucky Benefit Consultant will be awarded a check for \$2,500. Here are those that have qualified and received their award since January 1, 2016.

NSD Kimberley Blessing

NSD Aaron Price

NSD Clayton Pinkins®

NSD Jim Martinez

RSD Susan Laugen

NSD Cathy Caneiro

NVP Kristie Degraw

NVP Kelly O'Donnell

NVP Lionel Burks

NSD Michelle Shipp

Congratulations to all of you and those to come!!



Meetings and events are a very important aspect of the AmeriPlan business community. Attending these activities is a way for the AmeriPlan Benefit Consultant to grow their business and in turn their income and that of their team members. Don't take the importance of adopting a meeting mind set lightly. Here are just a few of the benefits that you can derive by buying in:

- **Recognition**
- **Training**
- **Recruiting**
- **Socializing**
- **Exposure for prospects**

With this in mind, we are going to continue to encourage and support the meeting activities with ongoing events. These Team AmeriPlan events feature AmeriPlan Founders Dennis and Daniel Bloom, supported by corporate and field leaders. Our Super Saturday sessions include a Business Briefing, an in-depth **Jump Start** Training, and in many cases, an orientation and training on The AmeriPlan Success System.

The current schedule for Team AmeriPlan...featuring Dennis and Daniel Bloom is:

January 14th – Embassy Suites San Antonio Airport – 10110 U.S. Hwy 281
San Antonio, TX 78216 – meeting starts at 1:30 – parking is free

January 28th – Courtyard by Marriott Chandler/Phoenix
920 N. 54th Street – Chandler, AZ 85226 – meeting starts at 1:30

February 11th – Houston, TX – Hilton Galleria Hotel 6780
Southwest Fwy Houston, TX 77074 Phone: 713 977 7911

February 25th – Raleigh/Durham, NC – Hampton Inn & Suites Raleigh Downtown
600 Glenwood Ave Raleigh, NC 27603 Phone: 919 825 4770

*We cannot stress enough how important attending these meetings can be to your business
See you there!!*



One of the things that we have discovered over the years as we have watched some people succeed to a very high level and other people fail, is that those who succeed always have two things in common. One is that they always have their goals in writing, after all a goal that is not written is only a dream and next, is the fact that the successful marketers always have a System to follow. It is the system that we want to address.

After many years of observation and experimentation with contact management and marketing systems, we have recently released for our Benefit Consultants what we consider the best out there. It is The AmeriPlan Success System and it has been developed for us by Responsive Data. This system combines the best of the best when it comes to contact management, lead processing, auto-responders, marketing campaigns, text and email messaging, video broadcasting, reporting and analytics. It also provides real-time information as to the effectiveness of your campaigns.

In order to assure that you have the right tools and the training to use them we have done the following:

- All existing Benefit Consultants can get The AmeriPlan Success System by going to your back office and registering.
- The first 90-days are free. After that you can choose from the Premium Plan for \$24.95 per month (the one that you have been using) or the Basic Plan for \$14.95 per month.
- If you refer The AmeriPlan Success System to your team members or others, and you get three to sign up, your monthly fee is waived and yours is free.
- All NEW Benefit Consultants enrolled after December 12, 2016, will automatically be enrolled in the System and will be stocked with 25 FREE leads to start working.
- There are comprehensive training videos in the System and there are training webinars in your back office.
- There is a lead store incorporated into the System where you can purchase leads. We have created a bundle of 25 leads for \$12.50, and you can also purchase other leads or Import your own.

There is the tool...make it work for you!



December To Remember and January Too!!



In the weeks after Christmas
I'm feeling the chills
When I go to my mailbox
To gather my bills

There's 20, now 50 a 100 or more
And I cannot recall even one store
Oh me, oh my where will I find bucks
When all of a sudden I remember **Deluxe**

Dennis and Daniel must have had me in mind
When they came up with a plan for money to find
Now I am warm and toasty, and have no chills
Earning **\$75 on each Deluxe** has cured all my ills

**Starts Monday December 19, 2016 through
5:00pm Tuesday, January 31, 2017**



**For every Deluxe Membership enrolled
receive a **\$75.00**
Non-chargebackable Commission**



This is a promotion for Deluxe memberships sold to Non-Benefit Consultants. A standard commission of 40% will be earned on all Deluxe memberships sold to Benefit Consultants. All standard promotion rules and regulations apply.