

Every ACA client has a gap. Spot it fast, lead with the right product, and close with coverage that fits.

Accident Insurance

Natural opener to start the coverage conversation.

Offer when clients:

- Live an active lifestyle
- Work a physically demanding job
- Have kids, especially ones in sports
- Budget-sensitive
- Want simplest add-on; guaranteed issue

Solves:

Everyday bumps that leave them owing deductibles and copays

Quick Issue Critical Illness Insurance

Lead with the “what if” that matters most to them.

Offer when clients:

- Have a family history of cancer, heart attack*, stroke or advanced Alzheimer’s Disease
- Worry about a big financial impact, not the smaller events
- Have limited paid time off for treatment or recovery
- Are the primary wage earner

Solves:

The financial impact of a serious diagnosis paid as a lump sum, not tied to specific bills

Both Solutions

Start with whichever gap hurts most financially — and then lead in to the second product.

Offer when clients:

- Want protection for the everyday and the big stuff
- Want coverage that is close to what they had at an employer
- Budget allows for broader layered protection

Solves:

The gap on both ends – frequent small events and the impact of a more serious diagnosis

**TURN
IT UP**

Turn up your ACA enrollment revenue with streamlined supplemental coverage from Assurity.



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*Heart attack does not include established (old) myocardial infarction occurring prior to the issue date, sudden cardiac arrest, cardiac arrest or cardiopulmonary arrest.

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