

Client: Paramount: Long-Term Health Care Insurance Company
Assignment: Brochures, company tagline, website content, mailings

Print Ad Headline:

When The Unexpected Hits...Our *Integrity & Experience* Count.

Brochure Cover:

Professional Coverage Delivered with Personal Care...
That's Paramount's *Promise*

Brochure copy/web content excerpt:

When it comes to covering the cost and care of extended illness, most health plans leave off precisely where your needs start. Your careful planning now will prevent headaches and heartaches later, should you find yourself in an unexpected health crisis, and in need of this protection.

Paramount features quality programs and plans that safeguard your family's future, as well as the assets you've worked a lifetime to build. We cut through all the confusing insurance jargon and make your coverage information, options, and costs very clear and easy to understand.

Even if you've been turned down for coverage before, call us. No one will work harder than we will to get you the best possible coverage at rates you can afford.

Corporate Tagline:

Paramount Insurance Group
Where Integrity and Experience Are Paramount.

Excerpt from mail piece:

5 Common Insurance Mistakes Many People Make:

1. ***"I don't need more coverage. I'm young, healthy and already have health insurance."*** The need for care strikes suddenly - at any age - and the earlier you join a plan, the lower your premiums will be. Every unfortunate patient once believed "it won't happen to me"...but it did. Typical policies will not cover the care you'll need, and you'll be forced to run through your assets and savings. It still may not be enough.
2. ***"Any policy I can afford wouldn't cover much anyway. I might as well save my money."*** Even if you can only afford a "bare bones" policy, it is far better than no protection at all. Many lower priced policies still protect you fairly well against expenses that could devastate you financially. Together, we'll work to find you a policy that protects you, at the lowest possible premium.