



The Standard<sup>®</sup>  
Positively different.

## Group Voluntary Products

From Standard Insurance Company





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Providing a competitive employee benefits package to attract and retain quality employees can be a challenging proposition for any employer. Increases in health care costs make this even more difficult, reducing a group's ability to exclusively fund a comprehensive program.

In addition, employers may face a workforce that expects a core benefits package designed to meet the specific needs of individuals. The “one size fits all” approach to employee benefits no longer works in these changing times.

Companies that want to provide a comprehensive benefits program to meet the unique and diverse needs of their employees must also consider the



expense and administrative demands associated with one. Is there an approach that balances employer needs with employee choice?

**Yes.** An employer-sponsored Voluntary benefit program provides employees with the opportunity to purchase insurance coverage at competitive group rates to fit their personal needs. With premiums paid by employees through payroll deductions, a Voluntary insurance package makes it easy for employees to get the coverage they want without significantly impacting the employer's bottom line.

## Offering a Complete Line of Voluntary Insurance Products

As a leader in the employee benefits industry, Standard Insurance Company offers a portfolio of group Voluntary products, including Short Term Disability (STD), Long Term Disability (LTD), Life, Dental and Vision insurance. Each Voluntary plan reflects The Standard's reputation for quality products, expert resources and superior service by offering:

- Low employee participation rates
- Flexible plan designs
- Responsive claims management services
- Employee communication materials and customized enrollment forms
- Personalized enrollment services from The Standard
- Help from The Standard in transitioning from previous carriers

# Meeting the Needs of Employers and Employees

## Maximizing Employee Participation

A key to a successful Voluntary benefit program is maximizing the number of employees who take advantage of it. Educating employees about the available Voluntary options helps them make informed decisions about financially protecting themselves and their loved ones.

The Standard works with employers to design and implement Voluntary programs and offers a variety of communication tools to facilitate employee education and enrollment. Employers are free to choose some or all of the materials outlined in the following charts.

### Pre-enrollment Employee Communication Materials

<b>Posters</b>	Use posters to notify employees of enrollment meeting times or availability of the Voluntary benefit package.
<b>Endorsement Letters</b>	Print these product-specific letters on company letterhead and send to employees to announce the opportunity to apply for Voluntary insurance coverage.
<b>Needs Flyers</b>	Provide employees with these useful tools to evaluate their personal situations and the need for Voluntary insurance.
<b>Enrollment Meeting Materials and Support Tools</b>	Use the materials and support tools to educate employees about the products and explain the enrollment process.

### Employee Enrollment Package

<b>Folder</b>	Keep individual employee enrollment materials and forms in the folder for easy distribution and reference.
<b>Product Booklet</b>	Refer to this preprinted booklet for information on product features and benefits to assist employees in making informed decisions about Voluntary insurance.
<b>Coverage Highlights</b>	Distribute with the corresponding product booklet to provide specific plan information to employees.
<b>Enrollment Materials</b>	Provide current employees with personalized enrollment materials to apply for their desired Voluntary coverage and use the generic enrollment for new hires, late enrollees and employees applying for coverage increases.
<b>Medical History Statement</b>	Supply to employees for completion whenever evidence of insurability is required.

**Note:** Not all items listed above are available for each Voluntary product offered by The Standard.

## Making Voluntary Enrollment Easy

It's easy to get the message out to employees about Voluntary enrollment opportunities. Just follow this sample timeline as a guide. At each point along the way, The Standard offers tools and personalized service to help employers with their enrollment process.



Pre-enrollment Employee Communication Materials

### Six weeks prior to enrollment period

- Develop plan for communicating with employees about Voluntary coverage
- Establish strategy for managing initial and ongoing enrollments
- Order all enrollment materials

### Four weeks prior to enrollment period

- Print endorsement letters on the employer's letterhead and send to employees

### Two weeks prior to enrollment period

- Place posters in visible workplace locations, with times and locations of upcoming enrollment meetings

### One week prior to enrollment period

- Receive employee enrollment packages from The Standard with product booklets, customized coverage highlights and enrollment forms

### Enrollment period

- Distribute enrollment packages to eligible employees
- Hold employee enrollment meetings to present information about the available Voluntary products and explain the enrollment process
- Collect Voluntary enrollment forms from employees

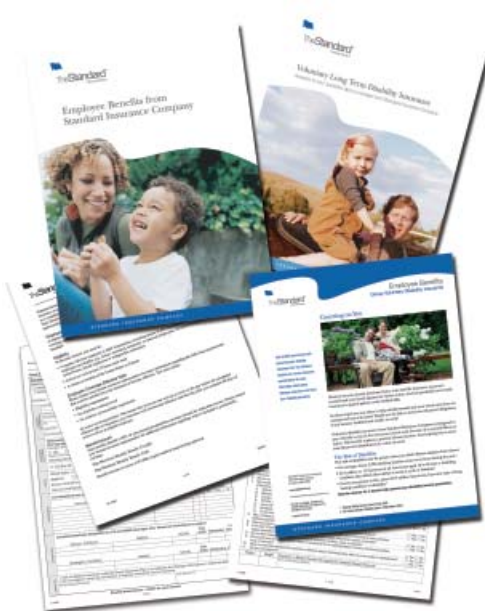
### One week after enrollment period

- Submit Voluntary enrollment forms to The Standard for processing

### Coverage effective date<sup>4</sup>

### Post-enrollment period

- Provide new hires, late enrollees and employees applying for coverage changes with enrollment packages that include generic enrollment forms
- Deduct premiums from insured employees' paychecks and remit to The Standard



Employee Enrollment Package

<sup>4</sup> Subject to meeting minimum participation requirement

# Group Voluntary Product Portfolio

## Voluntary Life Insurance

Voluntary Life insurance products provide financial security for those who depend, in whole or in part, on one person's income. With our comprehensive line of flexible plans, we can tailor coverage to fit diverse employer groups. Features include:

- Available guarantee issue amounts
- Waiver of Premium provision offering continued life insurance coverage without premium payments for eligible employees who are totally disabled
- Accelerated Benefit provision allowing eligible employees to collect a portion of their life insurance benefit early
- Portability<sup>1</sup> provision allowing eligible terminated employees to purchase group life insurance
- Available Accidental Death and Dismemberment (AD&D) coverage
- Travel assistance program providing 24-hour medical, legal and travel assistance to eligible employees who travel more than 100 miles from home or in a foreign country for up to 90 days<sup>2</sup>

## Voluntary Long Term Disability Insurance

Voluntary LTD insurance provides monthly benefits to replace a portion of lost income for eligible employees. Features include:

- Flexible benefit percentages to meet income replacement needs
- Choice of benefit waiting periods and monthly maximum benefit amounts
- Available guarantee issue amounts
- The Standard SecureCard<sup>SM</sup> payment option for more predictable and secure benefit payments
- An employee assistance program included for groups with 15 to 2,500 covered employees<sup>3</sup>

## Voluntary Short Term Disability Insurance

Voluntary STD insurance provides employees with weekly income protection against covered disabilities resulting from a physical disease, injury, pregnancy or mental disorder. Features include:

- Flexible benefit percentages
- Choice of benefit waiting periods for accident and sickness
- Extended benefit waiting period for late enrollees during the first 12 months of coverage, eliminating the need for evidence of insurability in most cases
- Choice of maximum benefit period, up to 26 weeks

## Voluntary Dental Insurance

Voluntary Dental insurance policies can help employees and employers minimize their dental coverage costs. Features include:

- Flexible plan options, coinsurance and reimbursement levels
- Access to a nationwide Participating Provider Organization (PPO) panel<sup>1</sup>
- Low minimum participation requirements

## Voluntary Vision Insurance

Our three flexible Vision plans allow employers to balance features and costs while offering employees a variety of provisions that will help them save money on vision-care services. Features include:

- Low participation requirement (10 employees)
- Toll-free customer-service numbers and an interactive voice response system, making it convenient to reach us
- Complete COBRA administration, helping to reduce employer paperwork

<sup>1</sup> Not available in all states

<sup>2</sup> Provided through an agreement with MEDEX® Assistance Corporation

<sup>3</sup> Provided and administered by Horizon Behavioral Services

## Standard Insurance Company

Founded in Portland, Oregon in 1906, The Standard is a nationally recognized insurance provider offering group disability, life, dental and vision insurance and individual disability insurance. We provide insurance to more than 28,100 groups covering approximately 7.4 million employees nationwide.\* Our first group policy, written in 1951 and still in force today, stands as a testament to our commitment to building long-term relationships.

We always strive to do what's right — for our policyholders and their employees. This dedication has resulted in a national reputation for quality products, superior service and industry expertise.

To learn more about group voluntary insurance from The Standard, contact your insurance advisor, call the Employee Benefits Sales and Service Office for your area at 800.633.8575 or visit us at [www.standard.com](http://www.standard.com).

\* As of September 30, 2008, based on internal data developed by Standard Insurance Company.



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