



Services Overview 2021

Overview



SASid (Smart and Simple insurance development) is a proven leader in InsurTech. Over the last 20 years, SASid has innovated the specialty health & life insurance web distribution, third party administration and software markets across 50 U.S. states and territories.

- Our mission is to make insurance **simple** to understand, easy to access and buy online, and create **smart** insurance technologies which make us and/or our partners the most efficient administrators on the planet.
- SASid, providing tech/product development and is a nationally licensed brokerage; InsuranceTPA.com is a nationally licensed administrator providing administrative services (billing, customer service, claims). The two entities combined offer a highly efficient platform with multiple ways to help clients provide superior service.

Company Snapshot

Founded	1997
Headquarters	Janesville, WI

Key Stats

Years Developing Software	20+
Annual # of Transactions	4+ million
Policies Managed on Platforms	400k+
Policies Sold 100% Digitally	60%

Representative Customers / Strategic Partners

Carriers



Affinity Partners



3rd Party Agencies



Summary of Services:

Through our proprietary SaaS cloud-based technology, we are helping insurance companies, associations, and brokers succeed and thrive in today's insurance delivery environment through. Since 1997 SASid and InsuranceTPA.com have built and evolved ways to manage insurance policy sales and delivery over the internet or telephone. Our purpose is to make insurance simple and smart offering our partners an unmatched combination of products, technology and service.



Online marketplace(s):

- Proprietary SaaS cloud-based insurance marketplace technology
- Quote
- Enrollment
- Eligibility
- Fulfillment
- Customer Management System
- Nationwide licensed Call Center
- Marketing (online tracking – understanding results)
- Data and reporting
- Bundle products (shopping cart)
- Dynamic enrollment (multiple enrollment forms and carriers at once)
- API's
- Mobile App
- Gamification

Product Development:

- Unique specialty products and brands
- Health, Dental, Life, & Supplement products
- Available nationally
- Simplified issue or guaranteed issue

+



Insurance Administration SaaS:

- Proprietary SaaS cloud-based administration technology
- Nationally licensed and bonded administrator
- Billing
- Consolidated Billing – Multiple products into one bill
- Customer Service
- Commissions
- Fulfillment
- Reporting
- Claims
- Underwriting
- Retention
- Online customer service center
- Online billing
- Fulfillment
- Agent onboarding (licensing management)

=

Partnerships & Products



Smart & Simple insurance Tech/Admin

Insurance Business Process Outsourcing



Dynamic Insurance Marketplace

Show only products which you wish to offer to your clients/members

External Private Exchanges

API and/or batch feed process to manage ongoing eligibility/billing

Customer Service Center

One number to call for service needs
- Billing
- Claims
- All calls recorded

Group List Billing

Ability to bill individual products to groups

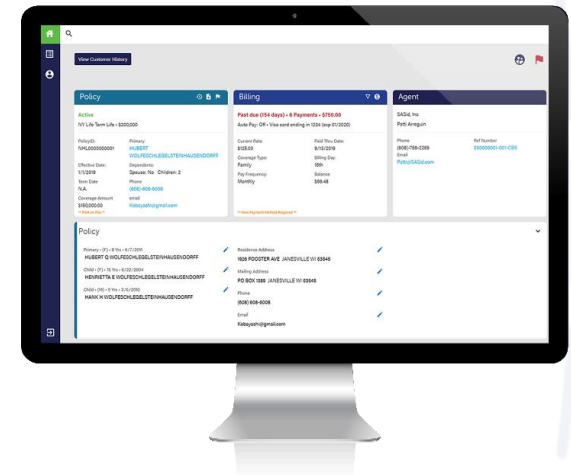
Transparent Reporting

24/7 online reporting

Cloud based software

- SaaS Administration and Insurance Marketplace
- Security audits performed bi-annually

- Quotes
- Enrollments
- Commissions
- Marketing data
- Call data



Serving many top companies:



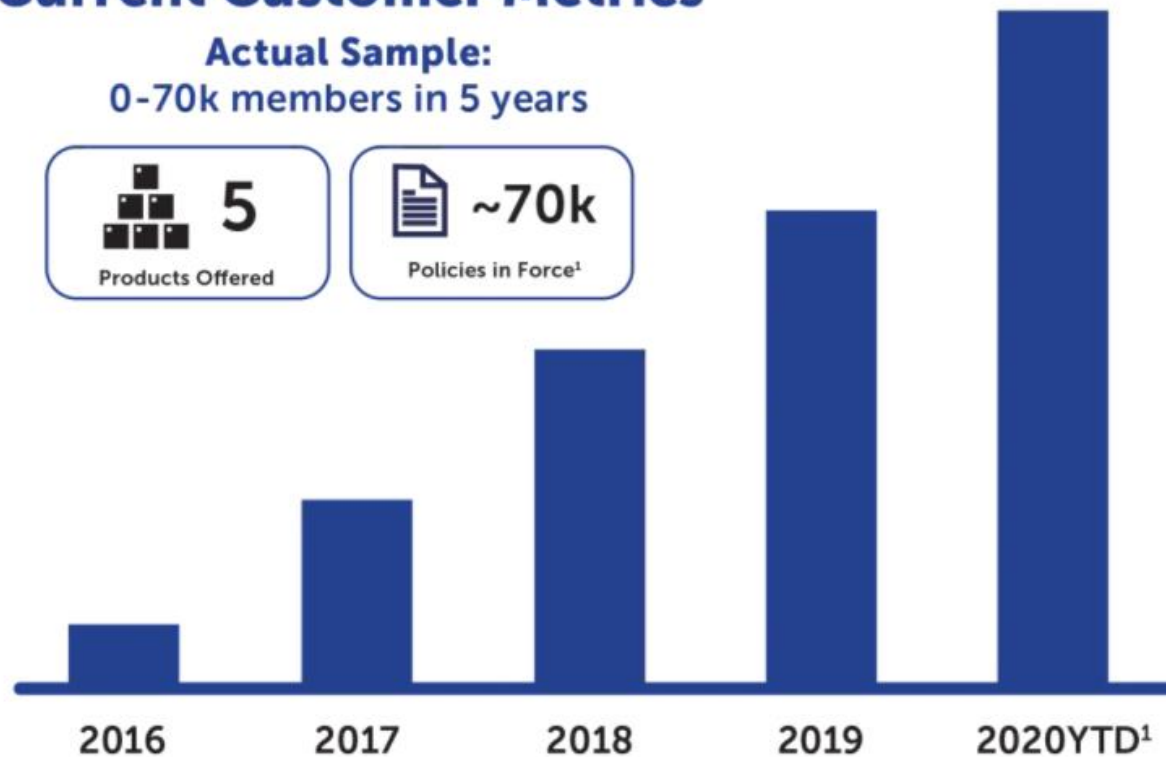
Smart & Simple Results

Insurance Business Process Outsourcing

SASid helps a strategic partner build a successful individual block of business in 5 years. This partner utilizes SASid software, call center, distribution, marketing and account management.

Current Customer Metrics

Actual Sample:
0-70k members in 5 years



Serving many top companies:



Summary of SASid software enterprise system:



Single Product Insurance Marketplace(s):

Features:

- Multiple templates based on product offering
 - Vertical display – max 4 plans
 - Horizontal display – unlimited plans and products
- Cross selling and buy up solutions
- Shopping cart solution
- Unlimited agents and partnerships
- Real-time data and marketing analytics



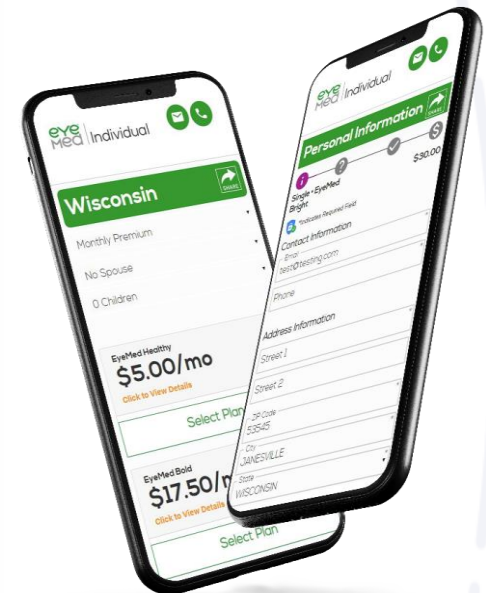
Dynamic changes:

- Logos
- Broker
- Content
- Questions
- Disclaimers
- Pretty much everything

The screenshot shows the EyeMed website interface. At the top, there's a header with the EyeMed logo and contact information for Shannon Kennedy (844-225-3107, dis@sasid.com). The main content area is titled 'Find the perfect vision plan for you'. It includes a form for 'Where do you live?' (Zip Code), 'When would you like your coverage to start?' (Choose a Date, 6/1/2019), and 'Family Members' (Who needs coverage? Spouse, Children). A green button 'Get my quote' is at the bottom. To the right, there's a section 'Our plans start at \$5 per month' and 'A sample of our available plans' listing EyeMed Healthy, EyeMed Bold, and EyeMed Bright. The footer contains copyright information and logos for various partners.

Demo Site {Click}

Mobile Responsive



Multi-Product Insurance Shopping Experience

Members can explore, filter, shop, & enroll into member exclusive plans online or over the phone.

1. Multiple products & insurance companies
2. Shopping cart experience
3. Dynamic enrollment, e-signature, and payment process – Simple and fast!
4. Instant Fulfillment – ID cards, certificates, other required documents

Demo Site {Click}

Mobile Quote

The mobile quote interface for smart/simple insurance shows a quote for Shannon Kennedy (DOB: 1/1/1980, Male) in WI (ZIP: 53545). It displays two featured plans: FlexTerm Health Insurance (Short Term Health Plan - 6 Months) for \$138.94/month and FlexTerm Health Insurance (Short Term Health Plan - 12 Months) for \$201.46/month. Both plans have a deductible of \$10,000, 80% coinsurance, and a \$4,000 out-of-pocket maximum. The interface includes filters for duration, deductible, coinsurance, copay, and OOP max, along with buttons for 'Email Page', 'Filter Plans', and 'Your Cart (0)'.

Desktop Quote

The desktop quote interface for smart/simple insurance shows the same quote details as the mobile version. It displays a grid of insurance plans with filters on the left. The plans include FlexTerm Health Insurance (Short Term Health Plan - 6 Months) for \$81.81/month, FlexTerm Health Insurance (Short Term Health Plan - 12 Months) for \$118.83/month, Simple Term Health w/MD Live Telemedicine (Short Term Health Plan - 6 Months) for \$153.09/month, Simple Term Health w/MD Live Telemedicine (Short Term Health Plan - 12 Months) for \$153.69/month, Simple Term Health w/MD Live Telemedicine (Short Term Health Plan - 12 Months) for \$200.00/month, FlexTerm Health Insurance (Short Term Health Plan - 12 Months) for \$176.33/month, and FlexTerm Health Insurance (Short Term Health Plan - 12 Months) for \$162.57/month. The interface includes filters for duration, deductible, coinsurance, copay, OOP max, and policy max, along with buttons for 'Email Page' and 'Your Cart (0)'.

Dynamic Enrollment

The dynamic enrollment interface for smart/simple insurance shows the application steps for Core Dental Insurance, MD Live Telemedicine, EyeMed Individual and Family Vision Plans, and Major Medical Health Insurance. Each step includes a 'Begin' button and a 'Continue' button. The interface also includes a 'Continue' button at the bottom and a 'SecureFruit' logo.



Purpose:

The SASid Smart Insurance Marketplace for Groups will make it simple for employees and HR teams to access benefits, understand offerings, enroll, and administrate employee benefits. HR can turn on/off products dynamically. HR will enjoy having one platform, one bill, and only consumes one payroll slot.

Employees say they're interested in a WIDER array of voluntary benefits:

- 76% Dental Insurance
- 75% Prescription Drug Discounts
- 72% Vision Insurance
- 56% Accident Insurance
- 53% Hospital Indemnity Insurance

Modules:

- ✓ Defined Contribution
- ✓ Dynamic List Bill
- ✓ Shopping Cart Experience
- ✓ Voluntary or Employer Paid

Services:

- ✓ Billing and Enrollment
- ✓ Consolidated Billing
- ✓ One payroll slot
- ✓ Dedicate Account Managers
- ✓ Fulfillment

Benefits:

- ✓ Flexible
- ✓ Scalable
- ✓ User Friendly



Purpose:

Employer management of voluntary and core paid benefits never has been more simple. As employees enroll in coverage through the Smart Insurance Marketplace the premium breakdown will appear on the dynamic consolidated list bill. HR can modify (delete/add) the billing in real time.

insuranceTPA.comSM
ADMINISTRATORS

[Need Help? Click here.](#)

[Print List Bill](#)

Bill Details For: Janesville School District
527 S Franklin St
Janesville, WI 53548

Bill Period For: 3/1/2013
Invoice Number: TEST

Due Date: 3/1/2013
Status: Due

Bill Total: **\$323.20**

1. Review List Bill

[Refresh List Bill](#)

Include	Member Name	Status	Policy Number	Product Name	Premium	Total Premium	Group Portion	Member Portion
<input checked="" type="checkbox"/>	DS Kenney	Approved	CD0000011	Core Dental Insurance	75.82			
				Totals:		75.82	150.00	-74.18
	DS Kenney	No Apps						
				Totals:		0.00	0.00	0.00
<input checked="" type="checkbox"/>	Larry testmemore	Approved	FLM198463	AUIC Core Health Insurance	134.38			
<input checked="" type="checkbox"/>	Larry testmemore	Approved	CD0000012	Core Dental Insurance	21.00			
				Totals:		155.38	0.00	155.38
	shannon kennedy	No Apps						
				Totals:		0.00	0.00	0.00
	Tester Tester	Cancellation Requested	FLM198458	AUIC Core Health Insurance				
<input checked="" type="checkbox"/>	Tester Tester	Approved	CD0000009	Core Dental Insurance	41.00			
				Totals:		41.00	100.00	-59.00
<input checked="" type="checkbox"/>	Tester2 Tester2	Approved	CD0000010	Core Dental Insurance	51.00			
				Totals:		51.00	100.00	-49.00
				Sum :	323.20	Sum : 323.20	Sum : 350.00	Sum : -26.80

2. Pay List Bill

Pay Method: [Select Pay Method](#) [Pay List Bill](#)

ASASid
PARTNER LOGIN

Welcome Shannon Kennedy!

[Need Assistance?](#)
Contact SASid: 888-204-9058

[Logoff](#)

[Quote NEW Customer](#) [Reports](#) [Request](#) [Leads](#) [Groups](#) [Admin](#) [Profile](#)

Products

[Get Ref Numbers](#)

Select Product: [Yes](#) [Add Product](#)

Product	List Bill	
AUIC Core Health Insurance	True	Begin Quote
Core Dental Insurance	True	Begin Quote
Smart Insurance Marketplace	True	Begin Quote
Vision Insurance Plans - Ameritas	True	Begin Quote

List Bills

Bill Info	Status	Payment Info		
2/27/2013 4:15:00 PM Invoice #: TEST Bill Period: 3/1/2013	Status: Due Due Date: 3/1/2013	Bill Total: \$167.82 Paid Date: Not Paid	View Bill	Pay Bill

at Bill

Thru

umber

[Create List Bill](#)

Pay Methods

Payment Info

Account Info

Billing Info

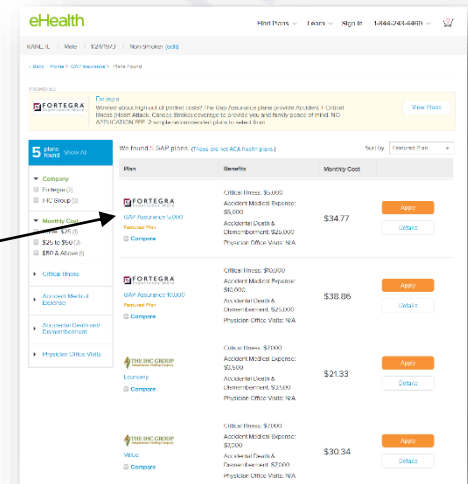
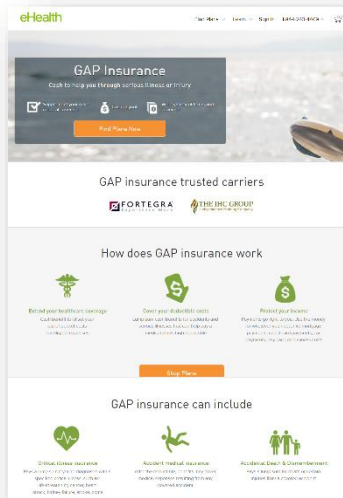
No records to display.

External Marketplace

Batch File Feed Tools

Upload enrollments (other marketplace) or census (group) information directly into the SASid Administration system.

- Other Private/Public exchange enrollments
 - Verify eligibility and rates
- Collect feed, manage eligibility, process payments, issue policies, & send results back to partner
- Take over of existing block of business

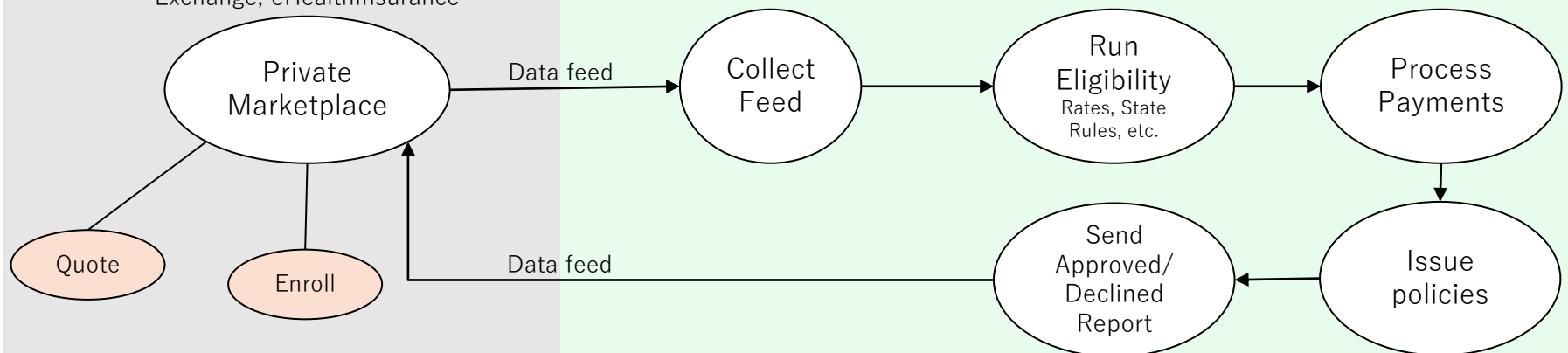


Export Batch Report - Microsoft Excel

	V	W	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR	BS	BT	BU
	PrimaryGender	PrimarySSN	PayMethodTypeID	BillingName	BillingAddress1	BillingAddress2	BillingCity	BillingState	BillingZip	CCTypeID	CCAccountNumber	CCExpDate	BankAccountTypeID	BankName	BankAccountNumber	BankRoutingNumber
1	M	333223333	1	Testy Tester	1 Fake Street		Janesville	WI	53546	1	9999888877776666	112017				
2	M	333223333	1	Testy Tester	1 Fake Street		Janesville	WI	53546	1	9999888877776666	112017				
3	M	333223333	1	Testy Tester	1 Fake Street		Janesville	WI	53546	1	9999888877776666	112017				
4	M	333223333	1	Testy Tester	1 Fake Street		Janesville	WI	53546	1	9999888877776666	112017				
5	g	333223333	1	Testy Tester	1 Fake Street		Janesville	WI	53546	1	9999888877776666	112017				

Example(s): AON Retiree Exchange, eHealthInsurance

SASid/InsuranceTPA.com

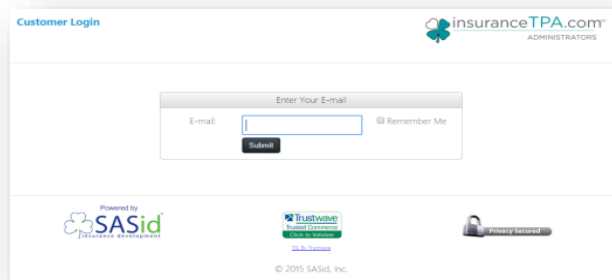


Customer Service Center

It's simple... Access your policy, ID cards, and/or pay your bill. Our goal is to make it easy for members to understand, access, and maintain their insurance benefits.

My Benefits:

- Fulfillment materials
- Payment Options
 - Pay Online
 - Update payment
- Print Receipts



Customer Login

insuranceTPA.com
ADMINISTRATORS

Enter Your E-mail

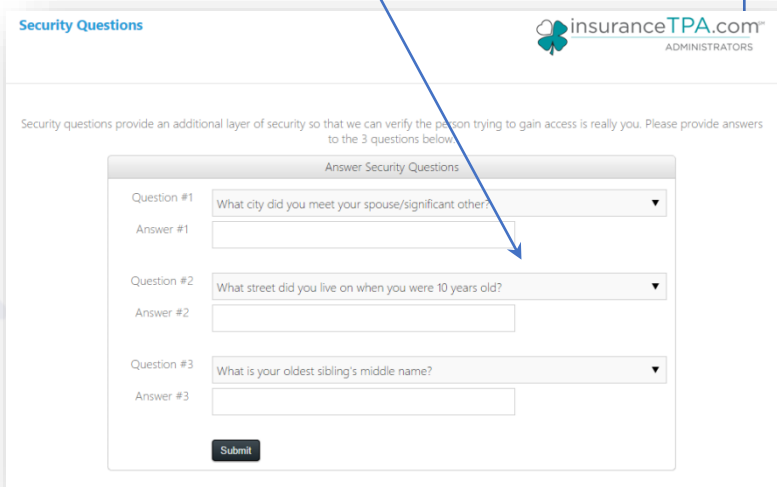
E-mail:

☐ Remember Me

Powered by SASid

Trustwave
Trusted Commerce
CLICK TO VALIDATE

© 2015 SASid, Inc.



Security Questions

insuranceTPA.com
ADMINISTRATORS

Security questions provide an additional layer of security so that we can verify the person trying to gain access is really you. Please provide answers to the 3 questions below.

Answer Security Questions

Question #1: What city did you meet your spouse/significant other?

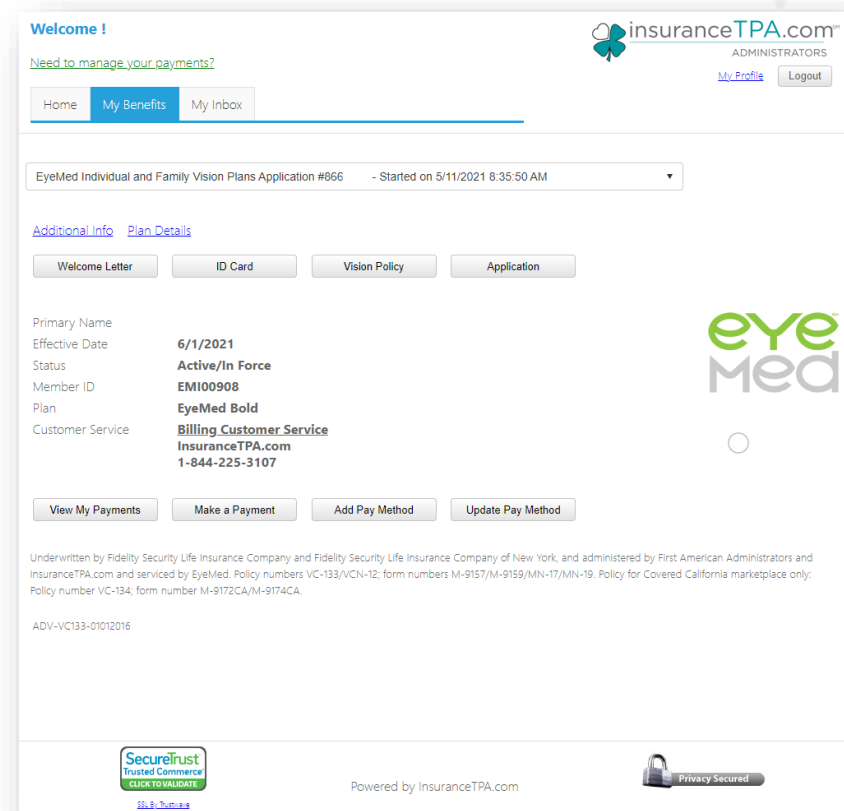
Answer #1:

Question #2: What street did you live on when you were 10 years old?

Answer #2:

Question #3: What is your oldest sibling's middle name?

Answer #3:



Welcome !

insuranceTPA.com
ADMINISTRATORS

[Need to manage your payments?](#)

[Home](#) [My Benefits](#) [My Inbox](#)

[My Profile](#) [Logout](#)

EyeMed Individual and Family Vision Plans Application #666 - Started on 5/11/2021 8:35:50 AM

[Additional Info](#) [Plan Details](#)

[Welcome Letter](#) [ID Card](#) [Vision Policy](#) [Application](#)

Primary Name: 6/1/2021

Effective Date: Active/In Force

Status: EM100908

Member ID: EyeMed Bold

Plan: Billing Customer Service

Customer Service: InsuranceTPA.com
1-844-225-3107

[View My Payments](#) [Make a Payment](#) [Add Pay Method](#) [Update Pay Method](#)

Underwritten by Fidelity Security Life Insurance Company and Fidelity Security Life Insurance Company of New York, and administered by First American Administrators and InsuranceTPA.com and serviced by EyeMed. Policy numbers VC-133/VCN-12; form numbers M-9157/M-9159/MN-17/MN-19. Policy for Covered California marketplace only: Policy number VC-134; form number M-9172CA/M-9174CA.

ADV-VC133-01012016

SecureTrust
Trusted Commerce
CLICK TO VALIDATE

Powered by InsuranceTPA.com

[Privacy Secured](#)

Partner Login: Customer Information

Beta Partner
Login {Click}

Customer Information Page

Snapshot of customer activity

View Notes & Fulfillment

Shows historical activity of what has transpired regarding client

- Logs all changes and who updated/edited account
- All fulfillment documents available

Quote & Enrollment activity

- Click on previous quote or application to see details of each item.

Payment information

- Previous payments made
 - Transaction codes
 - Payment method
 - Amount
 - Auto pay Y/N
 - Pay # - how many
 - Status
 - Approved/declined

Welcome !
Need Assistance?
Contact SASid: 888-204-9058
Logoff

Home Quote NEW Customer Reports Request Leads Profile

Resend Login

Quote THIS Customer

General Info

View Notes Submit Request Ticket Resend Email Confirmation

ID Card Application Certificate of Insurance Welcome Letter

General Info	Insured(s) Info	Demographic Info	Plan Info
AJUC Core Health Insurance Status: Approved Policy ID: FLM262513 AppID: 1787963 Started: 12/19/2014 2:47:43 PM Pay Period Type: Monthly Seller: Benjamin Ref#: 000009400-090-007 ROI:	Primary Robert DOB: 04/19/1961 (53) Gender: Male	Aptos, CA 95003 @YAHOO.COM Phone 1: 831-475-4200 Phone 2:	Plan: Physician Plan Effective Date: 12/20/2014 Paid Thru Date: 4/20/2015 E-sin On: 12/19/2014 2:52:08 PM E-sin Name: Robert E-sin Location: CA, 95003 Initial Amount: \$201.03 Recurring Amount: \$101.03 Previously Insured: No

Account Info

Robert
1248607D-4972-422D-AD18-4F5D35034B8B

Quotes/Applications

- AJUC Core Health Insurance Quote #1131643
- Drug Card America App #1787978
- AJUC Core Health Insurance App #1787963**

Customer Members

- #801191
Robert
DOB: 04/19/1961
Gender: Male

Customer Addresses

- #640372
Aptos, CA 95003

Customer Contact Methods

- #945729
@YAHOO.COM
- #945730
831-475-4200

Customer Pay Methods

- #173586 - CC - VI
*****4100
Exp. Date: 07/2016
Robert
Aptos, CA 95003

Payment Info

Initial \$ **\$201.03** Recurring \$ **\$101.03**

Billing Day **19** Pay Period **Monthly**

Auto Pay **Yes** Balance **0.00**

Pay Method **Current - #173586 - CC - VI - *****4100 - Exp. Date: 07/2016**

Status	Date/Time	Details	Pay Method	Amount	Pay #
✓	12/19/2014 2:52:07 PM	Auth #6773467385 Trans ID#802144 Billing ID#182188	#173586 - CC - VI *****4100 Exp. Date: 07/2016	\$201.03	1
✓	1/19/2015 12:11:08 AM	Auth #6848542247 Trans ID#817533 Billing ID#182188	#173586 - CC - VI *****4100 Exp. Date: 07/2016	\$101.03	2
✓	2/19/2015 12:11:10 AM	Auth #6935867341 Trans ID#832497 Billing ID#182188	#173586 - CC - VI *****4100 Exp. Date: 07/2016	\$101.03	3
✗	3/19/2015 1:10:00 AM	Auth #7017701373 Trans ID#877624 Billing ID#182188	#173586 - CC - VI *****4100 Exp. Date: 07/2016	\$101.03	4
✓	3/19/2015 9:16:20 AM	Auth #7018440210 Trans ID#877728 Billing ID#182188	#173586 - CC - VI *****4100 Exp. Date: 07/2016	\$101.03	4

Partner Login: Reporting

Beta Partner
Login {Click}

Real-Time Reporting

- All Quotes, applications, partial applications and registered members.
- Marketing campaigns – Direct Mail, Phone, Email, Banner, etc.
- Sales Reports, Payment Declines, Growth, and more...

ROI results here

PARTNER LOGIN

Welcome Shannon Kennedy! [Logout](#)

Home Begin Quote **Reports** Request Leads Groups Admin Profile

Reports

Report: Sales Report
Product: All Products
Quote Status: Any Status
Partner ID: Partner Lookup...
Date Type: Daily
Report Type: Completed Applications Only
Start Date: 7/19/2021
End Date: 7/19/2021
ROI:
[Get Data](#) [Export to Excel](#)

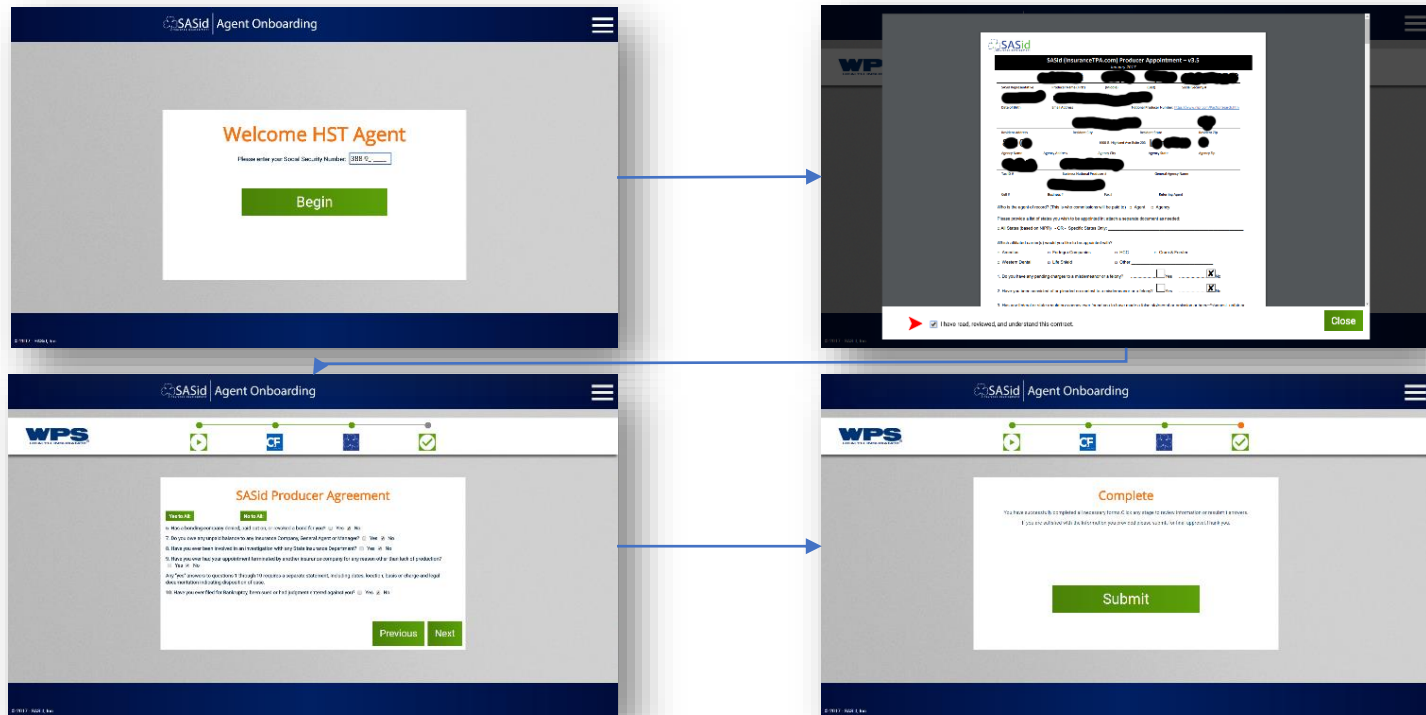
Page 1 of 1, items 1 to 10 of 10.

Quote ID Quote Date/Time	Quote Status	Contact Method	Quoted From	Selling Agent	Quote Ref Number	App ID App Date/Time	Product Name	Plan Name	Group Name	Policy Number	Customer Name	Customer Last Name	Email	Phone	State	Effective Date	End Date	Payments	ROI	Status	Internal Status
View Quote 7/19/2021 8:51:41 PM	Open	0	Single Product Insurance Marketplace	Everence Member Services	000000051-207-XC5	App #3741510 7/19/2021 8:51:41 PM	Renaissance Everence	Dental High Vision High		REV0000000	JOHN SMITH	SMITH	kensertestsmith@gmail.com	608-215-9393	IL	8/1/2021		First: \$57.50 Recurring: \$57.50	johnsmith	Approved	Fulfillment Not Started
View Quote 7/19/2021 8:37:04 PM	Open	0	Single Product Insurance Marketplace	Everence Member Services	000000051-207-XC5	App #3741509 7/19/2021 8:37:04 PM	Renaissance Everence	Dental High Vision High		REV0000000	JIMMY TESTING	TESTING	kensertesting@gmail.com	608-222-2222	CA	8/1/2021		First: \$63.57 Recurring: \$63.57	homepage	Approved	Fulfillment Not Started
View Quote 7/19/2021 1:08:46 PM	Open	0	Single Product Insurance Marketplace	Everence Member Services	000000051-207-XC5	App #3741508 7/19/2021 1:08:46 PM	Renaissance Everence	Dental High Vision High		REV0000000	STORI MATTHEWS	MATTHEWS	smatthews1@renaissancefamily.com	317-910-9321	IN	8/1/2021		First: \$57.50 Recurring: \$57.50		Approved	Fulfillment Not Started
View Quote 7/19/2021 12:58:31	Open	0	Single Product Insurance Marketplace	Everence Member Services	000000051-207-XC5	App #3741507 7/19/2021 12:58:31	Renaissance Everence	Dental Low Vision		REV0000000	TONYA ANDERSON	ANDERSON	tanderson1@renaissancefamily.com	773-123-4567	IL	8/1/2021		First: \$47.87 Recurring: \$47.87		Approved	Fulfillment Not Started

Agent Licensing and e-onboarding

No more paperwork or manually adding agents to the platforms.

- Online e-signature contracting
- Dynamic agent marketplace build
- Multi-level agent recruitment links



Member Support – Nationally Licensed Call Center

Sincere and helpful team of experts:

We take great pride in helping members understand and access insurance benefits.

Licensing:

- Agents only receive calls where they are properly licensed and trained to offer product(s)

Training:

- Bi-Weekly team training meetings
- Agent Knowledgebase site
 - Access to product information
 - Updated state availability
 - Quick provider search
 - FAQ's
- Audits and reviews

Phone System

- Tracked and recorded
- Dedicated phone numbers for each strategic partnership

Sales Team Resources

HOME | OPEN ENROLLMENT | SALES TEAM CALENDAR | REALTOR® PLANS | SASID PLANS | EYEMED PLANS | MAJOR MEDICAL

STATE AVAILABILITY | ASSOCIATIONS | PHONE NUMBERS | COBRA | TRINITY RISK | LINKS | DOCUMENTS | DISCUSSION

SITEMAP | RECENT SITE ACTIVITY

EyeMed Plans >

EyeMed AARP MyVision Care

AARP MyVision Care
provided through EYEMED

Toll-Free Number (Option 1 - Sales, Option 2 - Claims, Option 3 - Billing): **844.243.4584**
Provider Search: **855.888.7058**

AARP Vision Discounts: 866.331.9647
AARP Member Services: 888.687.2277
Questions about coverage through an Employer: 866.939.3633
Questions regarding coverage prior to 10/15/2016: Careington - 844.888.8184
CA and NJ Enrollments: Careington - 844.888.8184

Overview

You must be approved through FSL and complete the AARP MyVision Care specific training before you can offer this product to members.

AARP MyVision Care is only available to members of the AARP in select States. These plans offer benefits for an annual eye exam, frames, lenses or contacts, and additional benefits, such as diabetic examinations and a loss of sight rider.

State Availability	ONLY available in AZ, IL, IN, MI, OH, PA, UT, WI
Eligibility	Member of the AARP
Insurance Carrier	Network Administrator: EyeMed Vision Care Plans administered by: First American Administrators Plans underwritten by: Fidelity Security Life
Network	EyeMed Advantage Network
Provider Search	CLICK HERE
Scripting	CLICK HERE
Brochure	CLICK HERE *This is only a general brochure used for training. Each State has a State specific brochure which is apart of each quote. Arizona Illinois Indiana Michigan Ohio Pennsylvania Utah Wisconsin

Plan	Tier	Monthly rates
Plan A	Insured	\$31.38
	Insured + 1	\$62.38
	Insured + family	\$93.88
Plan B	Insured	\$19.38
	Insured + 1	\$38.38
	Insured + family	\$57.38
Plan C	Insured	\$4.38
	Insured + 1	\$8.38
	Insured + family	\$12.38

Online Enrollment (Connecture): www.aarpdirectselect.com
Customer Online Account: www.aarpdirectselect.eyemed.com
AARP Membership Tool: www.aarpenrollment.com/group
Mailed Information Requests: [CLICK HERE](#)

Required Training:

- [MyVision Care Plans and Products Presentation](#)
- [AARP Membership Enrollment Portal On-Boarding](#)
- [Onboarding Videos and Sign Off](#)
- [Transfer Procedures](#)

Frequently Asked Questions

Additional questions, especially plan specific questions, please contact Sharon - sharon@basid.com

- What is the purpose of the AARP Group Portal?
- To verify, add, or renew an AARP membership. AARP membership is required in order to enroll in AARP MyVision Care individual insurance products.
- What is the URL for the AARP Group Portal?
- aarpenrollment.com/group
- How do SASid sales agents gain access to the Group Portal?
- Simply visit aarpenrollment.com/group and register for the site.
- I registered several months ago for the AARP Group Portal but I just received an email asking me to activate my account. Why did I receive this email?
- Every three months you will receive an email asking you to confirm you are still a user of the AARP Group Portal. Please click the activation link to maintain your credentials.
- Does SASid need to notify EyeMed or AARP if an employee leaves the company so their access to AARP Group Portal may be disabled?
- No. Upon employee termination, SASid deactivates the former employee's email account. Every three months registered users of the AARP Group Portal will receive an email which includes an activation link. If the email address is not activated, ASI will disable their group portal access.
- Who should SASid contact if there are technical issues with the site or cannot login?
- support@groupportal.zendesk.com. Once a notification has been sent, the Incident Manager has one business day to acknowledge and address the issue to the appropriate parties.

Additional Information:

Emailing: only use the approved AARP template based on the State you are quoting. You cannot make any changes to the template.

Source Channel	Description	Source Code
Referral	AARP MyVision Care -- Insurance	S01
Referral	AARP MyVision Care -- Insurance	S02
Referral	AARP MyVision Care -- Insurance	S03
Direct Mail	AARP The Magazine -- Vision Insurance	S04
Email	AARP MyVision Care -- Insurance	S05
News Bulletin	The Bulletin -- Insurance	S06
AARP Health Web	AARPhadvantages.com (or other AARP Member Advantages website)	S07
Referral	Referral through AARP	S08
Referral	Referral from a friend	S09
Referral	Referral from a doctor	S10
AARP Welcome Kit	AARP MyVision Care -- Insurance	S11

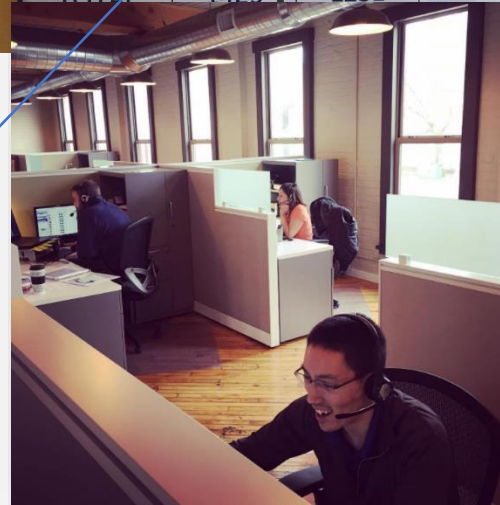
Member Support – Nationally Licensed Call Center

Agent Recruitment & Onboarding

A fun rewarding culture allows SASid to recruit and retain a great team.

- Average time to recruit, license, and train – 60 days
 - Must get licensed before employed
 - First 30 days – product training and positioning
 - Second 31-60 days – Consult/Enroll Wisconsin clients only – ongoing monitoring
 - 50 days review and determine national licensing
- Experience team which helps one another
 - Some of the team has been in the division for over 10 years.
 - Some have enrolled over 15,000 clients in insurance products
- Gamification environment
 - Proprietary sales board
 - Earn daily/monthly badges for hitting goals
- SASid known locally in Janesville area as a top employer
 - Business of the year 2016 – Forward Janesville Chamber
 - Perfected the Work From Home strategy.

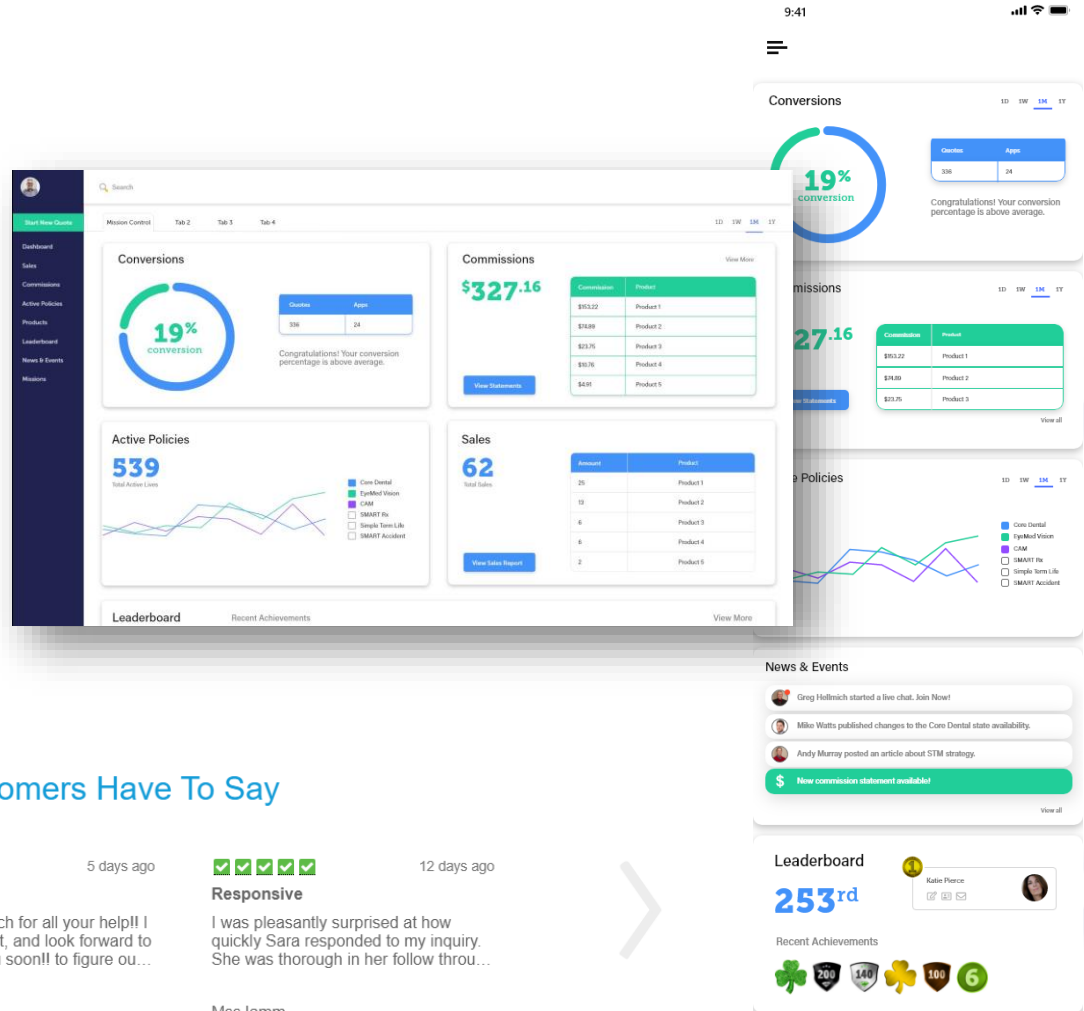
SASid	Sales	Last Month	Today	Badges	Monthly Ranks
Patty	205 ↑	156	222 (10)	100 120 130 140 150	2 2 2 2 2
Laurie	194 ↑	171	16 (9.5)	100 120 130 140 150	2 2 2 2 2
Robin	188 ↑	183	18 (9.2)	100 120 130 140 150	2 2 2 2 2
Kayla	141 ↓	145	8 (6.9)	100 120 130 140	2 2 2 2 2
Jack	139 ↑	5	16 (6.8)	100 120 130	- - - - -
Pamela	117 ↓	148	13 (5.7)	100	- - - - -
Nate	112 ↓	114	8 (5.5)	100	- - - - -
Ruark	111 ↓	129	10 (5.4)	100	- - - - -
Brandon	111 ↑	103	5 (5.4)	100	- - - - -
Jen	91 ↑	57	8 (4.4)		- - - - -
TOTAL	1425 ↑	1231	1256 (9.5)	500 750 1000	Current Record: 1425 Current Pace: 1460 Sales From Record: 1



Evolve – What's next:

For over 20 years SASid has been developing insurance technology with the focus of making insurance simple and smart. Our value is providing efficiencies in insurance technology and understanding ways to increase conversion and retention. The future is exciting as we look to evolve the insurance technology in the following ways:

1. Gamification: is the application of game-design elements and game principles in non-game contexts.
 1. Consumer
 1. Purchasing
 1. Existing Reviews
 2. Statistics
 2. Customer Login
 1. Rewards and Achievements (complete review, ID Card, Etc.)
 2. Social
 2. Distribution
 1. Management
 2. Challenge and Rewards
2. Payment Options
 1. PayPal, Apple Pay, others
 2. Bundling of products
3. Data Analytics
 1. Consumer – tools to understand purchasing
 2. Distribution - Who, how, and why



See What 703 Customers Have To Say



Excellent!

1 day ago
 Requested Information for a plan upgrade to my existing Dental plan
 Jake was very responsive as he answered my request within 12 hours.. However, he should have sent the...

darco0306

5 days ago
 5 out of 5 stars!
 Thank you so much for all your help!! I really appreciate it, and look forward to speaking with you soon!! to figure ou...

SuzieKukoricza

12 days ago
 Responsive
 I was pleasantly surprised at how quickly Sara responded to my inquiry. She was thorough in her follow throu...

MssJamm

Infrastructure and Data Security

We take data security seriously and we have results to back it up. SASid is audited by many insurance companies and outside security firms regularly.

- The Company's single-tenant SaaS policy administration software is built on a modern Microsoft .NET technology and is hosted in Azure
- The software is completely configurable and modularized, allowing partners to pick their desired functionality a la carte
- Offerings include quoting, eligibility, enrollment, billing, commissions, agent onboarding, and API integration
- The software utilizes mobile optimization, and its marketplaces utilize responsive design leveraging CSS3 media queries to serve the same content to mobile and desktop users
- Using a fluid grid and flexible design, the output automatically adapts to the size of a user's screen no matter the device

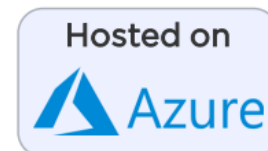
Data Security

Cloud-Based Remote Servers

- Encrypted and off-site public cloud servers
- SOC 1-2-3 tested annually
- Third party PCI testing quarterly
- HIPPA compliant
- Firewalled MSSQL DB
- Biometric entry into server locations

Home Office Security Measures

- SonicWall firewall
- Anti-Virus installed on PC's
- Content filter
- No data stored on site
- Private VPN to cloud services
- PCI probing done quarterly to firewall



Culture

A simple daily goal is to enjoy coming into work. Insurance has a reputation of being boring, tedious, and/or not fun. We want to provide the best opportunity for our employees to have fun; in turn our clients feel the same way.

SASid Success Culture:

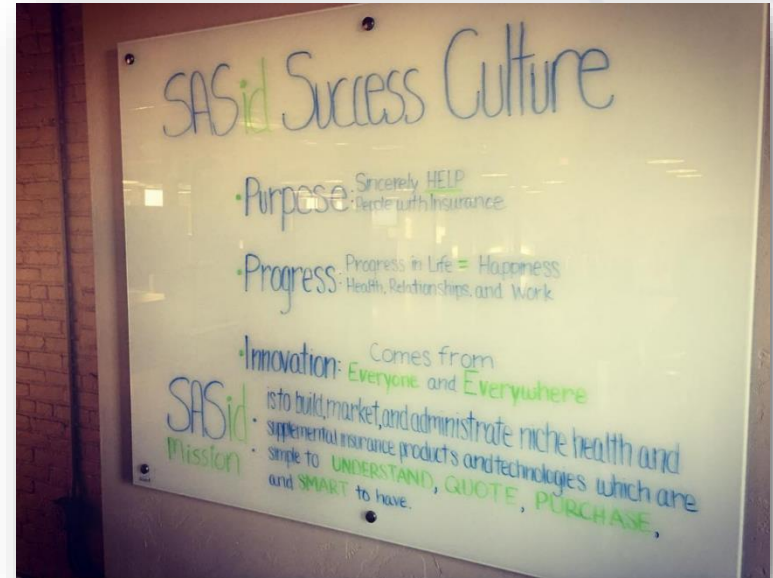
Purpose - Sincerely help people with insurance. When we come into work with the purpose of helping everyone we touch; work becomes enjoyable. Helping others feels good.

Progress - Progress in life = happiness. Health, relationships, & work. Some say the key to happiness is progress.

Innovation - comes from everyone and everywhere. How do we improve our job? How do we create better efficiencies? Innovation does not just come from the top or IT; it comes from everyone in the company at every level always thinking about how to create better processes, communication, products, and more.

SASid mission is to build, market, and administrate niche health and supplemental insurance products which help people; to create insurance products and technologies which are simple to understand, quote, purchase and smart to have.

Check out more at: www.sasid.com/about-us/



Why Work With Us?

Long term relationships – We have and are strategically looking for long term partners to grow, learn, and develop with. Let's make insurance simple to understand and purchase. Smart to have.

- Great track record – most of our carrier relationships have remained intact since incorporation in 1997.

People – hire great sincere people and provide a purposeful fun experience.

Does the right thing... always

- Our team at SASid enjoys selling and administering insurance. We feel good helping people with their insurance needs. We never oversell but focus on helping our customers. This simple strategy leads to higher retention and very few complaints/cancellations.

Transparency builds trust

- We have online real-time capabilities to share data with our partners. There is no better way to build trust then to provide real time transparent data to partners.

Evolve or die mentality – Never satisfied and a pursuit to creating the most simple and smart insurance technology for our partnerships.

We are serious about having fun!

- This matters too; when you enjoy working with people you like - you will enjoy your life.

Direct Line: 608-314-2101

Email: Shannon@sasid.com

