



Colonial Life<sup>®</sup>  
The benefits of good hard work.<sup>®</sup>

Benefits are just  
the beginning

A woman with dark hair, wearing a dark blue sweater, is sitting at a white table in a bright, modern interior. She is holding a white mug with both hands and looking upwards and to the right with a thoughtful expression. The background shows a blurred living area with a lamp and furniture. On the left side of the image, there are red vertical panels, one of which has a brass handle.

## Enjoy single-source simplicity

What happens when your insurance carrier is also your enrollment partner? Your enrollments grow easier, your planning gets smarter, and your daily activities run more smoothly.

It's that simple.



## Listen to the word on the street

There's only one way to earn a good reputation in this business: Provide service so great people can't help but talk about it. We've done that. And here's what people are saying.

### BROKERS

91%

*are likely to recommend Colonial Life*

92%

*say we're competitively priced*

Versta Research, Colonial Life Broker Loyalty Study, 2015

## Take a quick glance

Here's a snapshot of our past and present. With numbers like these,<sup>1</sup> you can see why we feel so good about our future.

- 77 years of growth
- \$1.5 billion in premium
- 85,000 client organizations
- 3.6 million policyholders and dependents

1. Colonial Life internal data, 2016.

### EMPLOYERS

95%

*intend to continue offering our products*

Nielsen, 2015 Plan Administrator Satisfaction Survey, 2016

### EMPLOYEES

95%

*of customers are satisfied with Colonial Life's overall handling of their claim*

Market Decisions, 4Q2015 Voluntary Benefits Claims Satisfaction Research, 2015

# Embrace an easier enrollment



We enroll \$10 of other carriers' products for every \$1 of our own



**\$4 BILLION**  
enrolled annually



**70% BROKER-DRIVEN**  
enrollments



**25,000 ANNUAL**  
core enrollments

## Boost participation with our programs

From ID theft protection to AD&D coverage, our complimentary programs can help lift participation in both core and voluntary while rounding out your clients' benefits packages.

- Reward attendance
- Increase enrollment
- Generate interest
- Enhance coverage

\*Some programs require minimal participation levels



# Education, enrollment, administration, integration — we do it all.

And when we do, both you and your clients save money and enjoy a simpler, more streamlined enrollment process.

IN PERSON



OVER THE PHONE



ONLINE



**6,300 NATIONAL**  
benefit counselors

**1-TO-1 BENEFITS COUNSELING**

## Leverage our public sector expertise

Over the past 60 years, we've carved out a niche as a public sector expert. Why? Because it's the most challenging benefits environment we could find. And we know that if our solutions work there, they'll work for businesses anywhere.

- 42 state governments
- 3,000 educational entities
- Proven thought leadership
- Partner to professional organizations at every level of government

# Simplify your product offerings



ACCIDENT



DISABILITY



DENTAL



LIFE



SPECIAL RISK



SUPPLEMENTAL  
HEALTH

Health plans may be growing more complex, but we're making it easier to provide coverage with voluntary benefits. Every year, we release new and updated products to keep your clients receiving the coverage they need at prices they can afford.

- Group or individual
- Rate stable
- Guaranteed issue
- Pretax eligible



## Let's get started

Talk to your Colonial Life representative today  
to learn more about how we can help.



[ColonialLife.com](https://ColonialLife.com)



ColonialLife.com

*Insurance coverage for*  
**ACCIDENTS ■ ILLNESS ■ DISABILITY ■ LIFE**

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