



**BREAKING NEWS**

## AlwaysCare Courts Producers

By [NU ONLINE NEWS SERVICE](#)

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An ancillary benefits provider is trying to do more to reach out to the agents and brokers who sell voluntary insurance products.

AlwaysCare Benefits Inc., Baton Rouge, La., has set up the AlwaysPartner program for the producers who sell employee-paid benefits.

The program is designed to simplify the sales process.

Features include participation requirement waivers, electronic enrollment services, pre-filled employee applications, and customized enrollment kits for group voluntary dental and vision sales made to employers with 25 or more eligible employees.

AlwaysCare will offer "special consideration" when groups hold mandatory meetings with a AlwaysCare representative or require employees who do not want the products to opt out of coverage, rather than requiring employees who want the products to opt in.