



The Preferred Post

QUARTERLY BITE OF NEWS AND INFORMATION ABOUT PREFERRED MEDICAL PLAN

PREFERRED
M·E·D·I·C·A·L P·L·A·N

Issue I

Fourth Quarter • 2009

✓ IN THIS ISSUE

- ✓ Grand Opening of the new Marketing Department offices and ribbon-cutting ceremony
- ✓ New and exciting incentive program for agents, Be a Gem.

Occasion For A Celebration



Tamara Meyerson, CEO, joined by agents and staff, hosted the Ribbon-Cutting Ceremony and Grand Opening of our new Marketing Department

On August 26th and 27th our Marketing Department had a Ribbon-Cutting Ceremony to inaugurate its new premises on the third floor. The Grand-Opening of these brand-new, beautiful offices was a wonderful occasion to enjoy food and great company while at the same time we were able to share exciting announcements about our new incentive program. All Executive and Marketing Department personnel were present as well as more than 75 of the sales agents. This was a great



▲ Agents in our call center

▼ Agent recognition display



opportunity to share with our agents and hear their ideas! The actual cutting of the ribbon was happily carried out by Preferred Medical Plan's Chief Executive Officer, Mrs. Tamara Meyerson, who welcomed everyone and warmly thanked them for being a part of our ever-growing company. After enjoying cocktails and hors d'oeuvres, everyone viewed an informative sales video brochure, which educates us on the history and background of our company, and on our plans and incentive programs. ✓



Tamara Meyerson
Chief Executive Officer

Our Company Newsletter

It is with pride and great delight that Preferred Medical Plan launches the Preferred Post to communicate with its staff, brokers and agents. We are confident that Preferred Post will become something to look forward to every quarter. We plan to include news about the company, milestones in the healthcare industry, new products, benefits, and even social events, that may be of interest to all of us. Preferred Medical Plan is committed to a bright future and we're initiating new strategies to grow and help you grow. In an effort to reach out to our staff and agents, or our "family" as we consider you, we thought that a newsletter would be ideal to consistently inform you of what's going on at PMP. You deserve to know and we're excited to share our news, our stories, our history, and the highlights, which many times are about you. Thank you for being a part of the Preferred Medical Plan family. Enjoy this first edition of your new Preferred Post! ✓

Got an
IDEA 

Have a creative idea you want to share? Whether you think your ideas are great for an incentive program or the company itself, make them known to us. Every newsletter will feature the Great Idea Winner and the concept! Please submit your ideas via email or drop it off in our Idea Box in the Marketing Office, located on the third floor. We will appreciate them!

Be a Gem

Agent Rewards Program

As applications are brought in starting October 1st – with an effective date of November 1, 2009 – PMP rolls out its new Rewards Program which we have named the Be a Gem Program. Our Be a Gem Program recognizes and rewards agents for outstanding performance as they enroll new PMP members and earn points to get on the Sapphire Track, the Emerald Track or the Diamond Track. Each agent will set a monthly goal to earn the necessary points to get On Track. To become a Sapphire Gem you need to bring in 30 applications; 45 to be an Emerald Gem or 60 applications to be a Diamond Gem. The agents' names are placed accordingly on the



plaques hanging on a very visible wall in our Marketing Department. Then each agent redeems his/her points for available cash and gift prizes every month, with the possibility of earning, by the end of the year, up to \$8,400 in cash or gift prizes. They also become eligible to be an annual member of the 300 Club, the 500 Club or the 700 Club which will reward them with an additional Surprise Club Gift for their dazzling performance. New or inactive Agents will also receive exciting incentives. Even if they bring in 2 applications per month, these Agents will get to play the Prize Wheel for a chance to win tickets to movies, concerts, phone slots and more.



Preferred Medical Plan is proud to announce that it was ranked as the number one largest women owned business in South Florida according to the South Florida Business Journal in 2008. This is the second year in a row that Preferred Medical Plan is ranked in first place! ✓

Monthly Rewards

Sapphire Track
30 Points
\$300 VALUE

Emerald Track
45 Points
\$500 VALUE

Diamond Track
60 Points
\$700 VALUE

Annual Rewards

If you are a Gem monthly, you will be on track for your yearly goal, where your dazzling performance will be rewarded with a Surprise Club Gift.

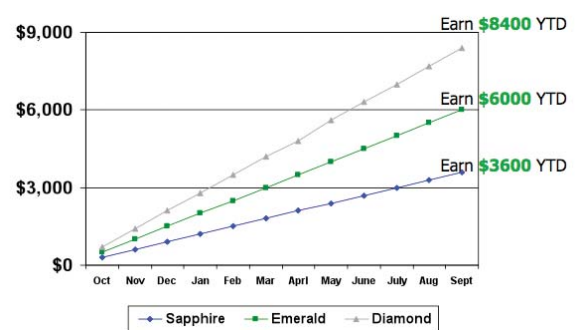
Be a Sapphire
Sign up 300 annual members
You are in the **300 CLUB**

Be an Emerald
Sign up 500 annual members
You are in the **500 CLUB**

Be a Diamond
Sign up 700 annual members
You are in the **700 CLUB**

Reach your monthly goal and redeem your points for available cash and gift prizes.

Be on a Track all year and earn up to \$8,400 in cash or gift prizes.



STAY TUNED

This year PMP's **Annual Holiday Party** will be the best ever... It will be simply spectacular! Be on the look out; details will follow.

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