



PlanSURITY and ProCare Announce Distribution Relationship with Strategic Benefit Group

November 13, 2018

The PlanSURITY by ProCare team is pleased to announce the appointment of Strategic Benefit Group to our family of distributors.

Strategic Benefit Group has been in the employee benefit industry for 18 years, working with employers representing over 420,000 employees, with primary focus in California and the Southwest, but relationships nationwide. Speaking on behalf of Strategic Benefit Group, President Pat McLaughlin said:

"We've chased Q and his team on this product over a year before it was ready for market, after hearing about it from Shane and Ben. I presented Q with a list of over 2,500 companies with whom we have some kind of relationship over the past few years and a list of brokers I respect, to act with us in introducing this nationwide. We've already added seven major brokerages to the PlanSURITY team in less than seven days from our contract signing, and I've put my reputation behind this product because I've seen pretty much every dental design out there in my decades in this business. PlanSURITY is the best product by far for our clients, and we're just racing ahead to let them know why.

We'll add at least 65,000 members to the PlanSURITY plan design in the next 120 days, and at least another 500,000 lives for 2019. That's the conservative forecast – we aim to do much better, as we continue to add brokers to our team to represent this product in places where we are not already strong.

PlanSURITY completely changes what employers, members, providers, brokers and administrators expect from a dental product, and our job is simply to communicate "how" and "why" to millions of people, one company at a time. We are intensely focused on moving our existing broker and employer relationships to PlanSURITY, and we're excited to be part of the benefits revolution it represents."

Speaking on behalf of PlanSURITY, co-founder Qadeer Ahmed added:

"Obviously California is a massive market for dental care, and we needed a champion out there with the passion and commitment required for our product to grow quickly. For us, Pat is special – someone who wants to roll up his sleeves and examine every aspect of what we do to make sure it's right for his clients, and his broker-partners. We love that kind of intensity and commitment to excellence, and we couldn't be prouder to welcome him onboard."

The Strategic Benefit Group team is working with PlanSURITY to announce timing on the conversion of 65,000 lives in the Southwest over the next 120 days, and a schedule of those transfers will follow.

To learn more about the best dental plans money can buy, please visit PlanSURITY's website at www.plansurity.com.