



# South Carolina Update

March 18, 2010

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Information in this newsletter is for broker use only.



## Now Offering Worksite Voluntary Products

The Cason Group is offering worksite voluntary products (including cancer, critical illness, accident, GAP plans and more) through **Allstate** and **American Public Life**. With many groups reducing benefits as a cost-saving measure, worksite is a great way for employees to purchase the coverage they desire. The Cason Group can assist you with rates, plan information and even enrollment assistance. Ask your Cason Group Sales Rep for more information.

## How can these products lead to new sales?

### Call in for our voluntary worksite webinar

Tuesday, March 2nd  
10:00 a.m.

Register by emailing Sally Lipe at [sally@thecasongroup.com](mailto:sally@thecasongroup.com) by March 1<sup>st</sup> to receive log-in information. This webinar will be valuable whether you have written many worksite groups previously or are new to worksite.

### Worksite Contest – Win a TomTom GPS or an Overnight Getaway

**Who:** All Cason Group agents

**What:** Worksite business totaling \$30,000 or more in premium credit

**When:** 4/1/10-6/1/10 effective dates

**Win:** A choice of a of a TomTom touch screen GPS or an overnight getaway at any Marriott hotel (\$200 Marriott gift card).

GAP plans receive 25% premium credit; all other worksite products receive 100% premium credit.

## HIPAA-HITECH Act

The HIPAA-HITECH Act effective February 17, 2010 includes significant changes to HIPAA regulations with Business Associates directly subject to HIPAA (including the potential to be sued for HIPAA violations). Please click [here](#) to read an article that originally appeared in the January issue of HIU magazine regarding the HIPAA-HITECH Act.

### CE Training

Join us on March 16<sup>th</sup> as we review specific requirements of the HIPAA-HITECH Act and how it impacts you and your clients.

Tuesday, March 16th  
10:00-11:00 (1 hour CE)  
The Cason Group – Columbia office  
1612 Marion Street, 4<sup>th</sup> Floor  
Columbia, SC



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## SCAHU Symposium - 6 Hours of CE for \$35

Mark your calendar for the 2010 SCAHU Symposium, **March 30<sup>th</sup>** in Columbia, SC. As a Platinum Exhibitor The Cason Group is able to offer our agents a rate of \$35 to attend the Symposium instead of the \$200 non-member rate. Please click [here](#) for registration information. This will be a great time to learn the latest industry news and earn 6 hours of CE; come by our booth to meet our staff!

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## Worksite Sales Tip

Do you have any customers worried about the rising cost of healthcare that are increasing their group deductible to mitigate those costs? We are seeing GAP plans offered alongside group plans as a great way to keep down employee costs. A \$1000 GAP plan is available for as low as \$17 a month. Please call your Cason Group Sales Rep for more information.