



PlanSURITY and ProCare Announce Distribution Relationship with Florida Health Care Marketing

November 12, 2018

The PlanSURITY by ProCare team is pleased to announce the appointment of Florida Health Care Marketing to our family of distributors.

Florida Health Care Marketing brings incredibly deep experience in the benefits and health care space to the PlanSURITY team. Founder Steve Goldstein has a unique business serving South Florida directly, while building a network of brokerage and association relationships across the country over 38 years of experience in the financial services industry. Steve made the following comments:

"I've helped some of the largest insurers in the United States build programs for decades over the course of my career. There is little we haven't seen or done from all sides of the benefits space. Working with Ben, Q and the team at PlanSURITY has been fun. This really is different. We are driven to bring world-class products like this to small and medium size business owners in the first phase of our relationship, and to tap a vast network of association and brokerage relationships to share this remarkable program with many people.

We'll add at least 50,000 lives to the PlanSURITY plan design for employer groups in the next 90 days, and a much larger number after that as PlanSURITY eventually reaches the individual market.

This product represents a complete transformation in dental coverage for the better. We are going to be incredibly busy onboarding that first wave of lives over the next few months, and then expanding beyond that base to build a national profile for PlanSURITY. We're fired up and ready to go."

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

"Steve Goldstein has seen it all in the benefits space and represents a tremendous addition to our distribution family. We welcome Steve and Sherry to our team, and plan to listen hard to their feedback in our shared drive to make PlanSurity by ProCare the national leader in affordable, elite quality dental coverage. Together we will build a movement to make dental insurance a relic of the past. It's been fun to watch Steve and Ben work together - now we have nothing but hard work ahead of us to help employers deliver the best dental benefit designs money can buy, at affordable rates, to the great people of Florida and beyond."

Florida Health Care Marketing is working with PlanSURITY to announce timing on the conversion of 50,000 lives over the next 90 days, and a schedule of those transfers will follow.

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