

Insurance Times: WorkPack gives small firms voluntary benefits
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UnumProvident now offers small business owners a competitive edge in recruiting and retaining employees through voluntary benefits in its new WorkPack insurance portfolio.

WorkPack, part of UnumProvident's Voluntary Workplace Benefits offering, is available to employers with 25 - 99 eligible employees. Employees are eligible if they are actively at work for at least 20 hours per week. Participation requirements are easy for business owners to meet - only 10 submitted adult applications from any combination of WorkPack products.

Significant sales potential exists in the largely untapped small business marketplace. In 1998, there were approximately 500,000 companies who employed between 25 and 99 employees.

The WorkPack portfolio includes products that cover the spectrum of income protection needs: short-term disability, term life, critical illness, and cancer indemnity coverages. These products are all an important part of the company's effort to customize solutions for middle-income earners who need protection above that offered by their employer. WorkPack is underwritten by Provident Life and Accident Insurance Co. (all states except New York).