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## **AlwaysCare Benefits' Member Survey Reveals 95 Percent Overall Satisfaction Rate**

Baton Rouge, LA—November 5, 2007—AlwaysCare Benefits, one of the fastest growing dental and vision insurance providers in the country, achieved 95 percent overall satisfaction in a recent member satisfaction survey.

Survey results also revealed:

- Nearly 98 percent of Members are satisfied with the dental or vision care they received from their providers
- More than 98 percent agree the AlwaysCare Member Services Representative was courteous, helpful and knowledgeable
- Almost 94 percent of Members state the value of their AlwaysCare dental or vision program is worthwhile
- More than 96 percent of Members agreed the AlwaysCare materials detailing the dental or vision benefits provided the necessary benefit information

AlwaysCare Benefits President Erich Sternberg attributed the results to the company's commitment to customer service and easy access to dental and vision benefits information.

“At AlwaysCare, we constantly strive to uphold aggressively high standards of customer service and quality,” said Sternberg. “We continue to experience tremendous customer loyalty, with over 90 percent of Members willing to recommend AlwaysCare to a family member or friend. We feel this loyalty sets us apart in the competitive marketplace.”

In the past 18 months, the family-owned company has increased the scope of its dental coverage by insuring endosteal implants and adding rollover dental benefits to its dental plans. In the summer of 2007, AlwaysCare began offering an insured hearing rider with its dental and vision care coverage, the first of its kind.

### **About AlwaysCare Benefits, Inc and Starmount Life Insurance Company:**

AlwaysCare Benefits is an affiliate of Starmount Life Insurance Company and both are family-run businesses. Known for reliable service and customer satisfaction, AlwaysCare Benefits is a leading provider of group dental and vision benefits marketed nationally as AlwaysDental<sup>SM</sup> and AlwaysVision<sup>SM</sup>. For more information visit [www.AlwaysCareBenefits.com](http://www.AlwaysCareBenefits.com) or contact us at 888-729-5433 x2013.

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