

# CARIBBEAN <sup>BIG</sup> BUSINESS

## PROFILES

### INSURANCE

## Atlantic Southern Insurance Company

### Guiding its policyholders to safe harbor

BY CB STAFF

Founded in San Juan in 1945, Atlantic Southern Insurance Co. (ASICO) is Puerto Rico's oldest domestic life insurance company. ASICO is a prudently managed and financially sound insurance carrier with an outstanding reputation for efficient and prompt claim payments.

ASICO has served Puerto Rico, the U.S. Virgin Islands, British Virgin Islands and Anguilla for decades with services adapted to needs of each particular market.

"For example, since there's a lot of competition in Puerto Rico's health insurance market, tapping into it is not a profitable business for us. So our strategy is simple: attack a particular market's insurance areas that are still not so saturated," explained Alexis González, ASICO's president, adding that in Puerto Rico these areas are life insurance and supplemental health insurance.

"The company does offer health insurance coverage in the British and U.S. Virgin islands," he noted.

In Puerto Rico, life and supplemental insurance are very important policies every business or individual should take into account, according to González.

"Although you may not think about it, your ability to earn income is a

significant asset and life insurance helps replace lost income in the event of your premature death. In other words, life insurance provides protection against financial loss resulting from death, and it is our promise to pay your beneficiary a specific amount of money when you die in exchange for timely payment of premiums," González said.

The ASICO president also touted the increasing wisdom of taking on a supplemental insurance policy.

"Supplemental insurance is appropriate now more than ever since any hospital expense not covered by primary insurance plans could become much more significant than before," González explained.

Supplemental health insurance covers additional expenses that primary insurance doesn't cover such as lost income and living expenses in the event of illness or disability.

"Those who should consider supplemental health insurance are the self employed, families with children and those financially unprepared to handle large medical bills or time off from work due to illness or injury," explained the executive.

ASICO's operations are supported by highly automated claims processing systems that guarantee prompt and accurate payments of



*Alexis González,  
ASICO's president*

benefits to its policyholders.

"In fact, our management at Atlantic Southern Insurance Co. takes great pride in the speed and accuracy of our administrative operations," González said.

Atlantic Southern Insurance Co. has an obligation to guide its policyholders to safe harbors. This responsibility includes finding new opportunities to manage personal and complex insurance needs efficiently and accurately and to strive for quality within the company to better serve its clients and agents.

"This is the force that guides our search for excellence every day," the ASICO president said.

The company intends to continue this process with innovative products and services and evolution to meet the ever-changing needs of its clients. The strength of the company rests on prudent business dealings that will guarantee its success.

All employees at ASICO are committed to efficiency and have the ability to provide quality service in an expeditious manner.

"ASICO has integrated the knowledge and expertise of its entire staff to do what they do best: create quality products coupled with unparalleled service to both clients and distributors," González concluded. ■

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