

Frequently asked questions

Q: How did the name “Conseco” come about?

A: In 1983, after the company began insurance operations, the board decided to rename the enterprise to reflect the coming together of its first two acquired companies—CONSolidated National and SECurity National—and adopted the name “Conseco” (pronounced con-SEE-co.)

Q: What does the “Step Up” logo stand for?

A: Our logo—we call it the Conseco Performance mark—reflects our personality and symbolizes who we are. The rising steps suggest a company always moving up to the next level, “stepping up.” The steps narrow and focus toward the apex, targeting the top. And they appear to continue beyond the mark, always looking to the next level of performance and new opportunities.