

# AXA Equitable's EasyUnderwriting

**JET APPROVED**



predictive analytics

## Now Available for You!

AXA Equitable is pleased to announce the availability of the EasyUnderwriting program, winner of the 2013 AXA Innovation Award, in all branch offices<sup>1</sup>. With EasyUnderwriting, eligible cases can be issued within 5–6 business days without labs and exams, if submitted with a completed Medical Information Questionnaire.

## What is EasyUnderwriting?

EasyUnderwriting is an underwriting process that uses technology to analyze information provided in a client's life insurance application, including the Medical Information Questionnaire, MIB, motor vehicle reports (MVR) and pharmaceutical (Rx) checks, to help determine the underwriting rate class, and the opportunity for a potential "jet issue."<sup>2</sup> Other information is also considered when identifying these risks and opportunities.

**Please Note:** In order to submit a case through EasyUnderwriting, the life insurance application and Medical Information Questionnaire **MUST** be completed in their entirety via e-Forms for Life. Please note that the HIPAA and Notice and Consent Forms are required as part of the e-Forms for Life submission. Medical requirements (e.g., labs, exams, APS, etc.) should **NOT** be ordered. Certain missing data will initiate full traditional underwriting.

## What are the benefits of participating in this pilot?

- **Faster cycle times for cases that meet predefined criteria and are in good order**
- **Access to a new business and underwriting process with improved efficiencies**
- **Dedicated service from your underwriting team**
- **An easy, enhanced customer experience**

<sup>1</sup> Puerto Rico and EARC Advisors are not included in this program.

<sup>2</sup> "Jet issue" refers to a greatly reduced cycle time of a case, provided that the necessary requirements are received in good order. Jet issues are only available for better than Standard risks and are not available to applicants who have applied for insurance at AXA Equitable within the last 12 months.

## Which cases are available for EasyUnderwriting?

Products	Athena UL <sup>SM</sup> , Athena IUL <sup>SM</sup> , IL Optimizer II <sup>®</sup> , IL Legacy II <sup>®</sup> , AXA EQ ISWL, Term 10, 15, 20 and ART, excluding certain riders <sup>3</sup>
Age Limits	18-50 <sup>4</sup> (new age limit effective March 18, 2013)
Face Amounts	\$500,000 <sup>5</sup> and below (subject to minimum face amount for product)
Eligible Lives	Proposed Insureds that would otherwise qualify for the Preferred Elite, Preferred Non-Tobacco or Standard Plus ratings
Non-Qualifying Policies	Applications for Term/Rider conversions, Purchase Options, Preferred Client Program, Guaranteed Issue or Tele-Underwriting are not eligible.

## How do you get started?

Determine whether your case meets the eligibility requirements.

- Use the EasyUnderwriting Application Checklist to see if your case could potentially qualify for jet issue.
- In order to participate in the EasyUnderwriting program, you **must submit your application using e-Forms for Life**, including electronic signature and transmission. Therefore, complete the life insurance application and all other appropriate administrative forms, as part of any normal routine submission.
- **Remember, the application and Medical Information Questionnaire MUST be completed in their entirety. Please note the HIPAA and Notice and Consent Forms are required as part of the e-Forms for Life submission. Medical requirements (e.g., labs, exams, APS, etc.) should NOT be ordered. Certain missing data will initiate full traditional underwriting.**

## Who do you contact for more information?

- For status updates on any submitted case, please continue to contact your Case Manager.
- For any questions you may have during the EasyUnderwriting process, please contact your Underwriter.

**For More Information, Please Contact Your EasyUnderwriting Pilot Underwriter.**

**3** Riders include the Long-Term Care Services<sup>SM</sup> Rider (LTCSR), Return of Premium Rider (ROPR), the Children's Term Insurance Rider (CTIR), and the OPAI (Option to Purchase Additional Insurance) rider.

**4** After a thorough analysis of the pilot results, the decision was made to change the eligible issue age from 60 to 50 to properly set expectations of the program. Initial analysis shows the EasyUnderwriting model works well for ages 18-44, but far fewer cases are jet eligible at ages 45-50. We will continue to analyze the correlation between age and jet approvals.

**5** \$500,000 is the maximum amount available on all policies issued through EasyUnderwriting.

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