



Catching the Non-Medical Wave

There are a number of trends that we see on a daily basis that effect our industry, for example; the use of Equity Index products, the resurgence of Whole Life Insurance and the steering away from the Long Term Guarantee product marketplace. These trends are all about profitability for the carriers, whether it's taking some of the risk away from them or aiding in the lowering of reserve requirements, they all contribute to the control of expenses and ultimately increasing profitability.

Another big trend today is the control of direct expenses attributed to bringing on new business. As a result, many carriers are offering clients an opportunity to procure life insurance ***without medicals or lab work, resulting in policy issuance within days.***

Countless studies have been done by the carriers and they have determined that very large percentages of cases that were submitted requiring exams and lab work were issued as applied and would have had the same underwriting outcome with or without the exam. So now, there is a huge opportunity to go to your clients and get them the life insurance they need without the exam or lab work. This is usually accomplished with a Simplified Application, a phone interview and a Prescription Drug and MIB search. The face amounts are usually capped, maximum ages are imposed (up to age 60 with one carrier) and term or permanent plans are available depending on the carrier. Providing they financially qualify, you can probably piece together a total line for your clients between several carriers without ever taking an exam.

In addition to the Non-Med programs described above, some carriers are also allowing insured's, who have purchased life insurance within the last five years, to purchase additional insurance without an exam provided they were originally issued at a Standard rating class or better. Also, we are able to use exams that are up to 12 months old to purchase new insurance.

All of these techniques are being utilized by the carriers as a means of bringing on new business, keeping costs down and ultimately increasing overall profitability. This dictates into a huge opportunity for you as a producer to do the same for your practice.

We would be glad to review these opportunities with you.

Please call us to get all of the program details.