Life Insurance Overview
Session 8: Application Process

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Life Insurance: Which is the Right Choice?

Product	Description	Highlights
Level Term/ Term with ROP	Term insurance is best suited for a temporary need that will expire at some time in the future. Term insurance may also be appropriate for young people who cannot afford permanent insurance. Term with return of premium is attractive because at the end of the term, all premiums are returned if no death benefit has been paid out.	•Temporary Insurance Protection •Lowest initial cost •More coverage per premuim dollar
Fixed Universal Life	Fixed UL is attractive to customers accustomed to receiving periodic interest on their financial investments. Some want the luxury of an increasing death benefit. Others want to focus on the cash value build-up for future needs. All want guaranteed coverage for life at a fixed price with premium and death benefit flexibility.	•Flexibility of premiums •Flexibility of death benefit May Provide: •Fixed premiums for life •Cash value accumulation •Coverage for life as long as premiums are paid
Whole Life	With whole life, the customer can permanently transfer the risk of premature death to the insurance company. Whole life is generally bought by conservative clients interested in long-term security and premium that's fixed for life.	•Fixed premiums for life •Cash value accumulation •Guaranteed cash value •Coverage for life as long as premiums are paid
Indexed Universal Life	Indexed UL offers death benefit protection with policy cash value interest credit linked to the performance of one or more stock market indices (e.g. S & P 500 Index).	•Flexibility of premiums •Flexibility of death benefit •May provide: •Fixed premiums for life •Cash value accumulation •Coverage for life as long as premiums are paid
Single Premium Universal Life	Single payment life is generally sold as a way to protect customer's estate and increase its value at the same time. Many customers are conservative investors between 55 and 85 years old. They have a nest egg to pass on to children, other family members, or charity.	•Increased estate value •Tax-deferred gain in contract •No income tax to beneficiary •Safety of medical provisions
Other Life	Other options for direct stock market participation include Variable Universal Life (VUL) products, which may be discussed in further detail with your licensed Representative.	

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Is Your Business Profitable?

Make the difference between an expedited paid case and a failed opportunity.

- Ask the right questions,
- Complete ALL questions on the application, and
- **Set realistic expectations up-front for your client.**

- If you spent an extra five minutes per case, you could
  - increase your placement ratio by 5%, and
  - your gross income would increase by approximately $12,000 per year! This is based on 100 cases per year with an average gross profit of $2,300.
  - This means spending another 8 hours or so each year and earning an additional $1,500 for each hour spent!

Increase your ability to obtain coverage for your clients that meets their expectations !

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Through the application process, remember to:

1. **Explain the application, set expectations on how long it might take, and explain the "life cycle of an application."**

2. **Explain to your client the medical exam and inspection process.**

3. **To ensure the best exam results, encourage your client to:**
   - fast for at least 12 hours prior to the exam.
   - avoid foods that are high in salt.
   - avoid alcohol for at least 8 hours before the exam.
   - avoid strenuous exercise for at least 12 hours prior to the exam.
   - avoid tobacco for at least one hour prior to the exam.
   - bring a list of all current medications, including dosages, name, address, and phone number of the physician prescribing the medications.
   - If a stress test is required, advise your client to wear comfortable clothing and athletic shoes.

   Provide your client with "Paramed Exams – Helpful Hints". [Next Slide]

4. **Fully answer all questions on the application, and use your client's full legal name.**

Paramedical Examination

Before issuing your policy, sometimes a paramedical exam may be required. A Paramedical exam includes some questions about your medical history, your height and weight, pulse and blood pressure. Additionally, a urine specimen and blood sample may be collected. The exam usually takes 20 to 30 minutes to complete.

Our examiners will ask you the names and addresses of any physicians and/or hospital you may have seen. Likewise, the examiner will ask you about any illness, medication, and any other treatment you may have had.

All of the information given to the medical examiner is strictly confidential. It will be forwarded to the insurance company's home office and used for underwriting purposes only.

A paramedical examiner will contact you to schedule an appointment at your earliest convenience.

Blood Tests

If a blood test is required, the sterile materials used are supplied in a disposable blood kit, and are used only one time. The certified medical examiner will open the kit in front of you, and will break the seal on the sterile needle in your presence.

Blood tests provide important information that the insurance company uses in the underwriting process. A wide variety of lab tests are performed by a laboratory that will send the results to the home office of the insurance company.

Depending on the requirements of the insurance company, you may be asked to fast for several hours prior to the blood draw. Advise the examiner if you have ever experienced fainting, nausea or bruising while having your blood drawn, or if you are taking blood thinners or increased doses of aspirin.

We will request that you sign an authorization allowing a blood & urine specimen to be taken.

Additional Requirements

Additional requirements may be needed by the insurance company in addition to the paramedical exam. You will be informed by the examiner or Superior Mobile Medics if such requirements are needed. These requirements may include an exam by a licensed physician, resting electrocardiogram (EKG), Treadmill (stress test), Timed Vital Capacity (TVC), blood test, or chest X-ray.

Helpful Hints

In order to obtain the best possible results during an examination, here are some helpful suggestions:

- Try to schedule your appointment for the time of day that is least stressful for you.
- To save you time during the examination you may want to create some notes of prior medical records.
- Be well rested prior to the examination.
- Wear loose-fitting clothing, a short sleeved shirt, or a long sleeved shirt that can be easily rolled up.
- Avoid the intake of alcoholic substances for at least 8 hours before the examination.
- Drink a glass of water prior to the examination for this will assist in obtaining a urine specimen.
- Avoid caffeine intake several hours prior to the examination if possible.
- Avoid smoking or chewing tobacco at least one hour before the appointment.
- Avoid any strenuous activity for 24 hours.

Through the application process, remember to:

5. **Write legibly using black ink. Take your time and write the information so that it can be read.**

6. **Document Aviation, Avocation, and Foreign Travel. (Check with Imeriti at time of application for specific forms.)**

7. **Make sure the application is signed by you, your client, and the policyowner(s).**

8. **Foreign citizenship of client—make sure to address country that client is a citizen of, provide copy of visa (type and expiration), provide copy of green card, or supply green card number.**

9. **Complete the Part 2, medical information section of the application:**
   - The frequency of the condition; date of diagnosis, treatment given, and by whom. Give start and stop dates, if recurrent.
   - Use concrete terms—Be specific about treatment and medications, using accurate spelling, dosage, and reason for medication
   - Provide details of all treatment—Give start and end dates all medical treatment for the past 5 years.
   - Provide physician information—List full names, addresses, and phone numbers for all physicians consulted.

Application Forms

- **Application (Part 1)**
  - Signed by Agent, Proposed Insured, and Owner.
  - When applicant is a child, the parent must sign as the Proposed Insured on all forms.
  - When a business is the Owner, an officer other than the client MUST sign the application as
  - Owner. Include his/her title when signing for the business.
  - When the Owner is a Trust, the application MUST be dated after the Trust date. Include tax ID#. All trustees should sign the application.
  - If a corporation is the owner, make sure to include tax ID#.

- **Non-Medical (Part 2)**
  - At most, complete all doctor information and impairments; these two items will shorten the underwriting process.

- **HIV Consent**
  - Have correct form numbers for the resident state of the applicant.
- **HIPAA Authorization**
  - Signed HIPAA Authorization Form

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Application Forms

- **Replacement Form(s)**
  - Verify proper forms for the state in which this application is being signed and delivered.
- **Questionnaires**
  - Special questionnaires may be required for some activities. Imeriti can assist you with the correct form.
- **1035 Forms**
  - Please submit originals.
- **State-Specific Forms**
  - Proper forms for the state in which this application is being signed and delivered.
- **Financial Information**
  - When a business is the Owner, please include business financial statements to include Balance Sheets, Income Statements, and Cash Flow Statements (if available) for at least the last two years to demonstrate a track record for the company.

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Application Forms

- **Cash with Application**
  - Checks need to be made payable to the Insurance Company.
    - Ensure your client's coverage is bound by verifying with Imeriti the specific rules for each Carrier.
  - Completed Temporary/Limited Insurance Agreement when submitting cash with application.

- **Underwriting Requirements:**
  - IMERITI or Insurance Carrier WILL schedule the paramed, labs, EKG, and all medical requirements.

- **Universal Life Cases:**
  - NAIC regulations require the illustration to be dated on or prior to the application signed date.
  - If a signed illustration is not collected at time of application, a Certification of Non-Illustration or Acknowledgment of Non-Illustration must be completed.

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Imeriti Life Insurance New Business Transmittal

Date: ______________________

To: Imeriti, Attn: Life New Business

From: __________________________________
(Agent Name)

Contact Phone Number: ______________________

Pages (including cover): ________________

Has the medical exam been ordered? (Yes or No) __________

Did you already submit this app to the carrier? (Yes or No) __________

FundCollege

Is this a FundCollege case? (Yes or No) __________

If no premium check or 1035 form was taken with the application, all Life insurance applications may be **faxed** to Imeriti in lieu of sending the originals:

Imeriti New Business Fax Line: 866.592.7974

If money was collected with the application, or if the application is for Long Term Care, Disability or a 1035 Exchange, then **originals** must be sent to the Imeriti Olympia Office:

FedEx or UPS (recommended):
Imeriti, Inc.
Attn: Life New Business
3723 Griffin Lane SE
Olympia, WA 98501

US Postal:
Imeriti, Inc.
Attn: Life New Business
PO Box 889
Olympia, WA 98507-0889

Life insurance offers a potentially powerful combination of benefits, protections and advantages

I wish to Thank You for attending.
And now, Questions

For Case Design and Life Product assistance,

contact an **Imeriti Representative** at 800.921.3100

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