

AN AUDIENCE WITH A CHIEF UNDERWRITER

WORKING TOGETHER FOR A
BETTER CLIENT EXPERIENCE

BERNADETTE COLLINS
PROTECTION SPECIALIST

INDUSTRY RECOGNITION



GEORGE BARCLAY
CHIEF UNDERWRITER

DON'T ASSUME

COVER

Search here

 [Life insurance](#) [Critical illness](#) [Employee benefits](#) [Income protection](#) [Healthcare](#) [Regulation](#) [Diversity](#)

Lady with MS told she is 'uninsurable' by 'specialist' adviser

Made to feel as if she was 'a nuisance'

UNDERWRITERS ARE HERE TO HELP

- Most providers offer a pre-application service. Rated quotes can be provided.
- Some providers will allow direct access to their underwriters.
- Some providers will offer a dedicated underwriting contact.
- Underwriters should be transparent and explain how processes work.

ACCEPTANCE STATISTICS

To put into context these are acceptance statistics taken from a Reinsurer survey, and which represents > 50% of the UK Protection market.

Our own 2018 statistics :-

LIFE COVER	Industry	Old Mutual Wealth
Ordinary rates	77%	72%
Rated	17%	18%
Declined	6%	10%

ACCEPTANCE STATISTICS

Our own 2018 statistics :-

CRITICAL ILLNESS COVER	Industry	Old Mutual Wealth
Ordinary rates	72%	71%
Rated	23%	25%
Declined	5%	4%

ALL WORKING TOGETHER FOR A BETTER EXPERIENCE

ADVISER

Set expectations: explains to client who MSS or MDG are and what to expect



CLIENT

Kept informed and receives best possible service



SERVICE PROVIDERS

Work closely with:

- underwriters to ensure best service
- client for best possible experience



UNDERWRITERS

Work closely with:

- service providers to ensure best service for your clients
- reinsurers to ensure best outcomes for your clients



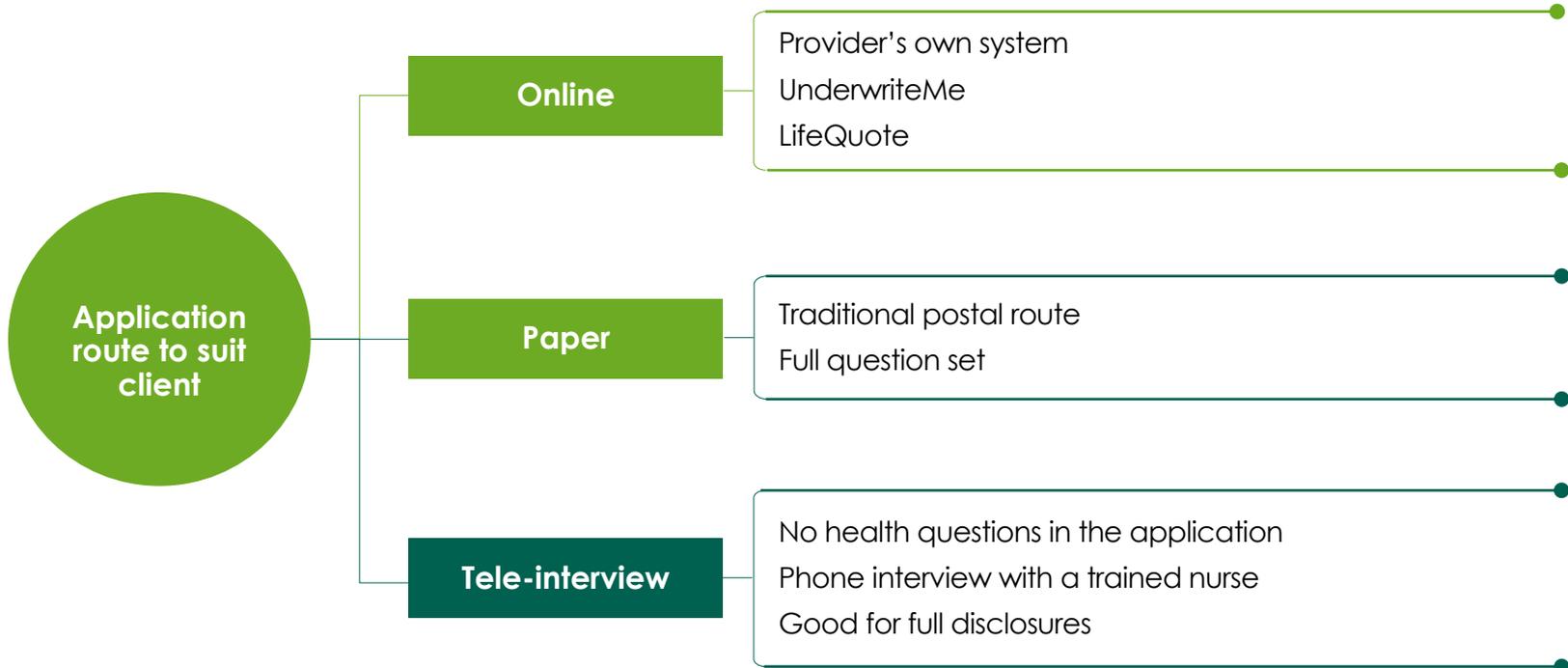
REINSURERS

Work in partnership with provider :

- better access to cover
- ability to challenge reinsurer's decision
- improve product design



CHOOSING APPLICATION ROUTES TO SUIT YOUR CLIENTS



REINSURERS



- Most providers in the UK market reinsure part of their Protection book.
- How much is reinsured will depend on the provider's appetite to risk.
- In the past Reinsurers were quite removed from the process, but now we work very much in partnership to improve processes and deliver better customer service.
- On very high value cases the Reinsurers will pass on part of their risk to Retrocessionaires.
- Reinsurance can be obtained on Treaty or Facultative basis. Facultative reinsurance can be difficult to administer.

COMMON MEDICAL DISCLOSURES



1 in 4 adults have high blood pressure

- Date diagnosed
- Current treatment
- Latest reading



Over 50% of adults have raised cholesterol

- Date diagnosed
- Current treatment
- Latest reading



990 new cases every day

- Date diagnosed
- Site
- Treatment
- Histology/staging



60% of adults are overweight

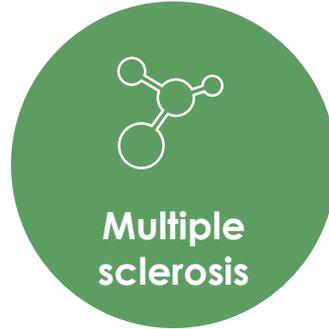
- Height
- Weight
- Waist measurement

COMMON MEDICAL DISCLOSURES



Someone is diagnosed every two minutes

- Type
- Date diagnosed
- Treatment
- Any complications
- Latest HbA1c level



5,000 diagnosed each year

- Type of MS
- Date diagnosed
- Any restriction of mobility
- Frequency of episodes
- EDSS score



1 in 6 of adults report experiencing a common mental health problem in any given week

- Very complex

MISREPRESENTATION

- Most commonly misrepresented conditions are :- BMI, alcohol consumption, mental illness.
- In 2008 the ABI issued guidance on how misrepresentation should be categorised and outcomes for each category.

Innocent

Pay the claim in full

Negligent

Pay the claim on a proportionate basis

Deliberate / without Care

Refuse the claim and cancel the policy from inception

FINANCIAL UNDERWRITING



1

The purpose
of financial
underwriting

2

“Does it make
sense?” rule

3

We try to
make as
painless as
possible

4

More
information in
the public
domain

5

Less reliance
on 3rd party
evidence

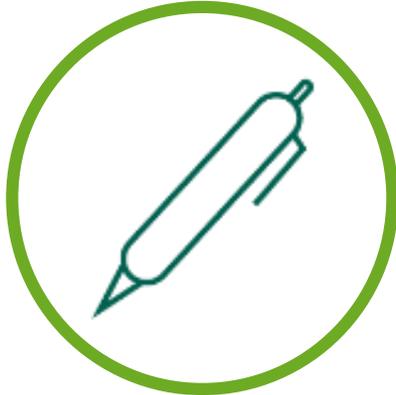
6

Greater
willingness to
accept client
/ adviser
providing
information

DISCOUNTED GIFT TRUST

- Not a reinsured product
- HMRC do not specify underwriting philosophy, but do expect medical evidence to be as current as realistically possible to the dating of the Trust
- HMRC expect underwriting to be done to the same standard as that applied to a Whole of Life contract
- Maximum age at which a discount can be offered is 89 attained, this includes any age adjustment after underwriting
- Extra mortality ratings are converted to Years to Age
- Underwriting decisions are guidance only, HMRC can challenge the discount offered should an early death occur

APPLICATION SUPPORT – UNDERWRITING SERVICES



Most providers make speaking to an underwriter easy

Dedicated pre-application enquiry e-mail address:

presaleunderwriting@omwealth.com

UNDERWRITING HELPLINE

023 8072 6908

CLAIMS INDUSTRY INITIATIVES

PROTECTION DISTRIBUTORS GROUP

In 2016 ten of the leading intermediary firms in the UK joined forces to improve the protection market for consumers, as the Protection Distributors Group.

Roxburgh
Financial Management

PDG Protection
Distributors
Group

essentialinsurance >>


LIGHTBLUE

CAVENDISH WARE
WEALTH MANAGEMENT

 **ASSURED
FUTURES**

directlife
life made simple

Highclere
Financial Services Ltd

L&C
LONDON & COUNTRY


ST. JAMES'S PLACE
WEALTH MANAGEMENT

 LifeSEARCH

Drewberry
insurance experts

futureproof


S B G
Sesame Bankhall Group

 **CURA**
THE SPECIAL RISKS BUREAU

 **OLDMUTUAL**
WEALTH

WORKING WITH THE PROTECTION DISTRIBUTORS GROUP

Providers work with the Protection Distributors Group to improve the claims experience.



Funeral pledge

- An advance payment of at least £5,000 from the policy to pay for the funeral

- Paid before probate

- Paid directly to the funeral home



WORKING WITH THE PROTECTION DISTRIBUTORS GROUP

Providers work with the Protection Distributors Group to improve the claims experience.

Claims charter - a 'minimum standards' document:

- A dedicated claims team with a phone based process
- No claimant to be turned away by anyone not in the Claims Team
- named point of contact
- regular updates (at least every 2 weeks)
- Advisers notified of all claims
- Proactively offer the Funeral Payment Pledge/advanced payments
- payment within 72 hours of approval



SUPPORT SERVICES

ABOUT REDARC

**REDARC OFFER A COMPREHENSIVE AND COMPASSIONATE SERVICE
WITH JUST ONE SIMPLE GOAL:**

“TO MAKE LIVES EASIER AND BETTER, AND WE DO IT BECAUSE FOR US
IT’S INSTINCTIVE”

ABOUT REDARC

Experience tells us:

- 1 Practical advice and emotional support is **every bit as important** as financial assistance
- 2 The benefits of genuine and timely support can stay with people **for the rest of their lives**
- 3 People value the service because they can tell that RedArc genuinely care, and this **gives them back confidence**

AREAS OF SUPPORT



Serious illness and disability



Mental health and trauma



Bereavement, carers and eldercare



Therapies and counselling



Second medical opinion



Help at home

**RedArc nurses are experienced in all
life stages**

DEMENTIA FRIENDS

Over 2.5 million people
have become Dementia Friends.

WILL YOU JOIN THEM?

Become a Friend >



NEEDS AND OPPORTUNITIES

NEEDS AND OPPORTUNITIES



www.oldmutualwealth.co.uk

Please be aware that calls and electronic communications may be recorded for monitoring, regulatory and training purposes and records are available for at least five years.

Old Mutual Wealth Life Assurance Limited is registered in England & Wales under number 1363932. Registered Office at Old Mutual House, Portland Terrace, Southampton SO14 7EJ, United Kingdom. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Financial Services register number 110462. VAT number 386 1301 59.