ENERGIZING the Industry

Self Service in the LTC Market: Agent/Producer Support

THE ELEVENTH ANNUAL INTERCOMPANY LONG TERM CARE INSURANCE CONFERENCE

ILTCI

Self Service Session Description

- Developing the business case
- What tools are available
- Leverage the tools
- An effective roll out & keeping tools useful
- Struggling with adoption

Developing the Business Case

- LifeSecure 2005, a BCBS Michigan subsidiary
- October 1, 2006 – Sales launch
- Guiding principle # 1 – Use Technology!

  "Build it and they will come"

  Provide immediate 24/7 information
- Guiding principle # 2 – Earn our right to

  "Space on the shelf"

Developing the Business Case

"Pain points" in LTC insurance processing:

- Multitude of decision points in quoting process
- Application scrubbing time
- UW turnaround times
- Tracking progress of the application thru UW
- Time to Commission receipt

Developing the Business Case

Solving the "Pain points" - What if ???

- Fewer decision points
- A smart application eliminated scrubbing time
- UW turnaround times – lowest in industry
- Status of applications in UW – available 24/7
- Commissions were paid weekly via EFT

Leveraging the Self Service Tools

What our self-service tools allow:

- App scrubbing time – eliminated
- UW turnaround times - shortened
- Customer application to receipt of policy Welcome Kit time – shortened
- Time to Commission receipt – faster
- Earn our "space on the shelf"

The Roll Out of Agent Self Service

Introducing:

- The online smart applications directly into UW
- Online monitoring of the app through UW

First questions:

✓ Where do we send the paper application?

✓ Why do we have to enter the info online?

✓ Laptops? Air cards? Voice Signatures?

The Roll Out of Agent Self Service

Self Service roll out concerns:

- Internet connectivity
- Convincing agents of the value of application data entry directly to a system (error proofing)
- Faxing of paper apps (not redundant, but regulatory)
- Where's the support staff?

Self Service Tools

LifeSecure
Live well. Worry less.

Log Out

Virtual Office | Quote Calculator | E-Applications | Resources | LifeSecure University | Multi-life Tools

Current Status

Agent Information	
Agent Number	000002
Status	Active and in Good Standing
Contract Level	Writing Agent

Policy Status Summary:	Total
Active Policies	0
Applications Pending	0
Applications Rejected	0
Policies Terminated	0
Total Number of Policies:	0

Under Virtual Office, click on the **Your Profile** menu item to view your personal profile. Once your profile is displayed, you may update your personal information.

Under Virtual Office, click on the **Your Business** menu item to view a list of your policies. You may sort the list of policies by policy status or client, and filter the list by status and / or client.

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Pre-Sales Self Service Tools

✓ Agent Sales Support Tools

- Maps for Product Availability Individual, Product Availability Multi-Life, Partnership states, Tax incentives

✓ Sales Materials

- Brochures, Flyers, Slide presentations, training materials

✓ Quote Calculator

- Online / Offline

Pre-Sales Self Service Tools

✓ **Resources – PDF Library – FORMS & SUPPORT MATERIALS**

- **Common Myths About LTCI**
- **Tax Advantages for LTCi Premiums - 2011**
- **Application & Forms Booklet -** Includes the Application for LTC Insurance, Personal Worksheet and Point-of-Sale Forms required to review with your clients at time of application
- **Shopper's Guide**
- **Notice to Applicant Regarding Replacement of Individual Accident and Sickness or Long Term Care Insurance**

Pre-Sales Self Service Tools

✓ **Resources – PDF Library – GUIDES & PROCESSES**

- **Agent Administration Guide** - Reference for contacts, resources, training and support and other useful information
- **Agent LTC Field Underwriting Guide -** reference tool to answer common point-of-sale & UW questions about the LifeSecure LTC product
- **Voice Signature Script** - Transcript of the automated voice signature process
- **Multi-life Agent Handbook** - Resource for setting up a multi-life group or association with LifeSecure Insurance Company
- **Multi-life Admin Guide for List Bills & Group Administration Portal** - Guidelines & info on generally accepted practices of paying and reconciling a monthly List Bill.

Pre-Sales Self Service Tools

PDF Library

Long Term Care | Hospital Recovery

LifeSecure is committed to making sure you have access to the most useful long term care resources.

Please choose a state below.

Michigan Go

Michigan resources:

- **Agent Administration Guide** - This guide is a quick reference for LifeSecure contacts, resources, training and support and other useful information.
(download)
- **Agent Compliance Manual** - A regulatory compliance guide for LifeSecure agents.
(download)
- **Agent LTC Field Underwriting Guide** - This guide is designed as a quick reference tool to help you answer some of the more common point-of-sale and underwriting questions related to LifeSecure Insurance Company's long term care insurance product.
(download)
- **Agent Quick Reference Guide** - An agent's brief overview of the LifeSecure long term care insurance product, discounts, issue ages, underwriting classes and other helpful information.
(download)
- **Application & Forms Booklet - INDIVIDUAL - MI** - Includes the Application for Long Term Care Insurance, Personal Worksheet and Point-of-Sale Forms required to review with your clients at time of application. BECAUSE COMPLETED FORMS MUST BE FAXED, PLEASE PRINT DOCUMENT SINGLE-SIDED.
(download)

Pre-Sales Self Service Tools

✓ **Online University – Power Points – PRODUCT & PROCESS**

- Agent Appointment Process
- General Overview of the LifeSecure LTC Product
- How to access & order Sales Materials
- OM Multi-life Program and Positioning
- On-line Application Process
- Paper Driven Application Process
- Policy Changes and Amendments
- Policy Postponement, Declination and Counter Offer Processes
- Underwriting Process

Pre-Sales Self Service Tools

LifeSecure Product and Process Presentations:

LifeSecure presentation links are listed in alphabetical order by topic below. You have the ability to view all or only certain portions of each presentation by clicking on the slides/topics that interest you most. Some presentations also include attachments.

Certain presentations take longer to download than others. You may save the Powerpoint files for future reference.

Agent Appointment Process
This presentation outlines both the LifeSecure AGENT QUICK APPOINTMENT process that is designed to get the new agent on board in 24–48 hours and the AGENT FULL APPOINTMENT process required when agents are ready to submit client applications. This presentation also includes copies of all required LifeSecure appointment paperwork under the attachments link.

General Overview of the LifeSecure LTC Product
This presentation covers the following topics: a brief discussion of the need for long term care, a description of all features that make up the LifeSecure product, the claim process and a discussion of why one should consider the purchase long term care insurance now.

How to access and order sales materials with LifeSecure
This presentation shows how to quickly access sales materials for immediate use either in PDF format or print form via the "Resource Center". How to place an order for sales materials.

OM Multi-life Program and Positioning
This presentation includes LifeSecure OM qualification guidelines, target market profiles, group set-up and list-bill information, top 10 reasons to sell, a collateral review and more.

On-line Application Process
This presentation offers a section-by-section overview of the LifeSecure online application process, as well as instructions for viewing pending applications throughout the underwriting process.

Paper Driven Application Process
This presentation offers a section by section review of the paper driven application process. The presentation also includes directions on how to view a pending applications progress within the underwriting process.

Policy Changes and Amendments
This presentation outlines the LifeSecure policy change and amendment processes. The presentation also includes sample amendment letters and policy change request forms, under the attachments link.

Policy Postponement, Declination and Counter Offer Processes
This presentation outlines the LifeSecure policy postponement, declination and counter offer processes. The presentation also includes sample policyholder letters and agent email communications sent by LifeSecure, under the attachments link.

Pre-Sales Self Service Tools

LifeSecure Agent Training Webinar Schedule

Webinars: Every Tuesday from 11:00AM to 12:00PM (ET)
Phone Number: 888-422-7120
Code: 908092

LifeSecure brings training right to your computer with our informative weekly webinars. Watch your email for invitations from your Regional Sales Consultant and be sure to enroll for the webinars of your choice!

Once registered, you will receive a confirmation email including call-in information and a link for the webinar.

January 4, 2011 Topic: New Agent Orientation	**February 1, 2011** Topic: New Agent Orientation	**March 1, 2011** Topic: New Agent Orientation
January 11, 2011 Topic: Submitting An Application	**February 8, 2011** Topic: "OM" Multi-life Overview	**March 8, 2011** Topic: On-line Application Process
January 18, 2011 Topic: "OM" Multi-life Overview	**February 15, 2011** Topic: Quote Calculator Demo	**March 15, 2011** Topic: Something Unique & Different: Why LifeSecure is right for you!
January 25, 2011 Topic: Voice Authorization Signatures with a LIVE Demonstration	**February 22, 2011** Topic: 2011 Rewards Program Overview	**March 22, 2011** Topic: "OM" Multi-life Overview
		March 29, 2011 Topic: Hospital Recovery Product Overview

Self Service Support

LifeSecure
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Open 8 am - 5 pm ET

Live Chat Service
Click Here

Log Out

Virtual Office | Quote Calculator | E-Applications | Resources | LifeSecure University | Multi-life Tools

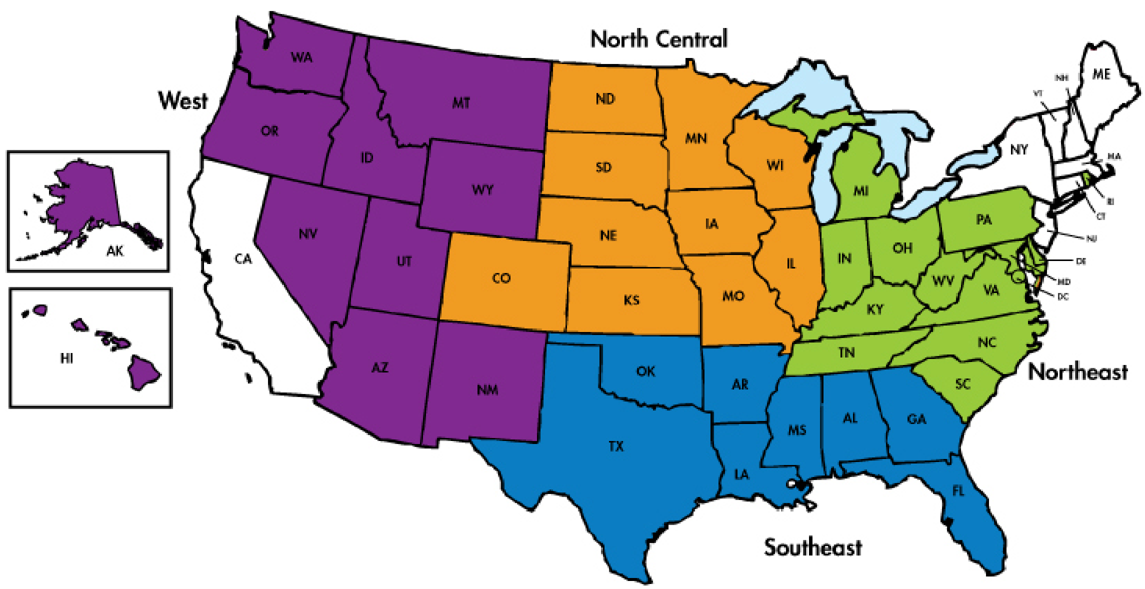
Resources ▸ Your Sales Team

Open 8 am - 8 pm ET

Your Sales Team

At LifeSecure, each region of the country has a dedicated Regional Sales Consultant (RSC) to help with everything from getting appointed with LifeSecure to training, supporting and helping you submit your business online! Your Regional Sales Consultant is here for YOU! Please click on the links below to see who the Regional Sales Consultant is for your resident state.

Of course, you can always call our Agent Support Care line at **866.582.7701** with any questions or communicate with a Regional Sales Consultant via the LiveChat link at the top of our website.



Application Self Service Tools

Self Service Application submission process:

- ✓ E-applications by state, by product
- ✓ Voice authorization
- ✓ E-signatures
- ✓ Live Chat during application
- ✓ Saved apps

Post-Sales Self Service Tools

✓ "Your Business"

- Monitor app through UW
- Notice of UW requirements
- Policy Issuance
- Full premium payment

✓ "Your Commissions"

- Online today with BIG improvements scheduled

✓ "Your Profile"

- For personalized communications from LifeSecure

Struggling with Self Service Adoption

The LTC business is traditionally a high personal touch field – self service does not fit that mold

✓The tide is turning
✓Using all forms of communications:

- Phone
- Email
- PDFs
- Power Points
- Live Chat
- AQ Conferencing
- Webinars

Struggling with Self Service Adoption

Our most popular items:

✓Full support during the sales process

✓Speed of UW and issue

✓Weekly commission payout

Once agents are converted, they become our greatest advocates giving testimonials and allowing us to use those in advertisements

Struggling with Self Service Adoption

From: Keith Eisberg [mailto: keith.eisberg@ltcfp.net]
Sent: Wednesday, October 06, 2010 3:06 PM
To: Linda Fabian; Marles Wyman
Subject: same day--in force--amazing!!!!

Linda,
Just spoke with Marles. I wanted to confirm what I saw on the website was true--too hard to believe. I am utterly impressed with LifeSecure on your turnaround for application submission. Yes --it is true. I had two different apps that were approved in record time--unheard of in this industry. Your company approved one candidate on the SAME DAY as I submitted her via the web program--yes the same day--and effective the same day!!! And the other candidate was approved and in force on the NEXT DAY after submission via the web program.
WOW!!!!

Thanks for what you guys do. Great job for my clients!!!

Keith Eisberg

Struggling with Self Service Adoption

From: Ben Shepherd [mailto:shepherd.b@gmail.com]
Sent: Tuesday, January 18, 2011 11:07 AM
To: Jonathan Gimbernat
Subject: Thank you

Hi Jonathan,

I wanted to thank you for your help with my first case at LifeSecure. It has been a very smooth and easy process for me and my client, which is refreshing in a world of complexity and confusion. I really like the ability to enter the application online, and the speed that the policy was approved. Your prompt phone calls and emails to my questions have also been very helpful & appreciated.

I look forward to using LifeSecure for all of my LTC needs moving forward. I will also be sure to spread the word around my office to my colleagues in the industry.

Thanks again!
Ben Shepherd

Struggling with Self Service Adoption

READY AND WAITING!