

MorganAsh

Intelligent Information

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Agenda

- MorganAsh
- What we do
- European issues
- Tele-Interviewing details
- Results
 - Non-disclosure
 - Dr report replacement (APS/GPR/PMAR)

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Who are MorganAsh ?

- Aim: - To provide good quick information to overcome the problems of the industry
- UK, Ireland & Germany
- 24 insurance company customers
- Tele-interviewing for over 3 1/2 years
- Completed over 30,000 Tele-interviews
- Wide experience
 - IP, CI, Life
 - Varying distribution channels

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Services include

- Tele-Interviewing
- Tele-Underwriting
- Tele-Data Capture
- Tele-Claims
- Complete information collection
- Underwriting support systems

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European problems

- Reduce costs
 - Medical evidence
- Increase speed
 - Medical evidence
- Reduce non-disclosure
- Reduce incorrect declination of claims
 - 20%
 - Regain consumer trust
- Make easier to sell
- Compliance issue for advisor – don't want liability

- Broadly same as North American

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Tele-Interview details

- Nurses
- 20-45 minute duration
- Covers
 - Application form
 - Questionnaires
 - Dr reports
 - Occupation, sports, medical
 - Lifestyle

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Tele-Interview details ⁽²⁾

- Rapport
- In depth interactive conversation
 - Advanced cognitive interviewing techniques
- Off script

- Listening to the answer is more important than asking the question

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Engine



- AURA (RGA Technology Partners)
- For Tele-Interviewing
 - Tele-Underwriting (automated decisions)
- Manage & triage
 - Company, product, gender, sum assured, distribution channel
 - Full (Big T) and discretionary (little t)
 - 42 different scripts
- Captures both structured and unstructured data
- Delivers
 1. Précis report (PDF) for manual underwriting
 2. Précis report + automated decision

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AURA Morgan Ash - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://nhs.uk/morganash/aura/index.jsp?screenID=1#94

Go Back Forward Stop Refresh Home Search Favorites

15. Some questions about your sleep pattern?

Yes

a) How would you describe your sleep pattern?

Enter

b) Is this a normal pattern for you?

Yes
 No

c) Please give details

Enter

MEDICATIONS AND TREATMENT

16. Are you taking any medication? (including herbal medication and alternative therapy)

Yes
 No

17. Are you using any lotions, creams, inhaler's or sprays?

Yes
 No

TESTS AND APPOINTMENTS

18. Have you ever had your blood pressure taken?

Yes
 No

19. Have you ever had a cholesterol test?

Yes
 No

As I mentioned at the beginning of this interview, please ensure that all the questions are answered fully and honestly. If you mislead or fail to disclose relevant information then this may result in alteration of terms, non payment of a claim or cancellation of the policy. If you are not sure whether something is relevant or not then you must mention it. It may not be necessary to contact your GP about this application, therefore please ensure that you answer all the questions as fully as possible.

Done

Start | Calendar - Microsoft Out... | MA NJ Apr 06 - no recor... | crbz screenhots ppt | AURA Morgan Ash - M... | Internet | 44 | 16:48

Systems

- Virtual contact centre
 - Home working
- VoIP Telephony & recording
 - All recordings indexed mp3 files
- Case Management systems
 - Transparent – Life Co access
- Scheduling & resource management systems

Performance record

- Complaint from applicants is less than 1/1700 cases (0.06%)
- Turn round times
 - Scheduling call to prepare for interview
 - Mean 5 - 10 days
- System availability 99.7%
- Quality >95%

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Non Disclosure on app. form compared to Tele-Interview

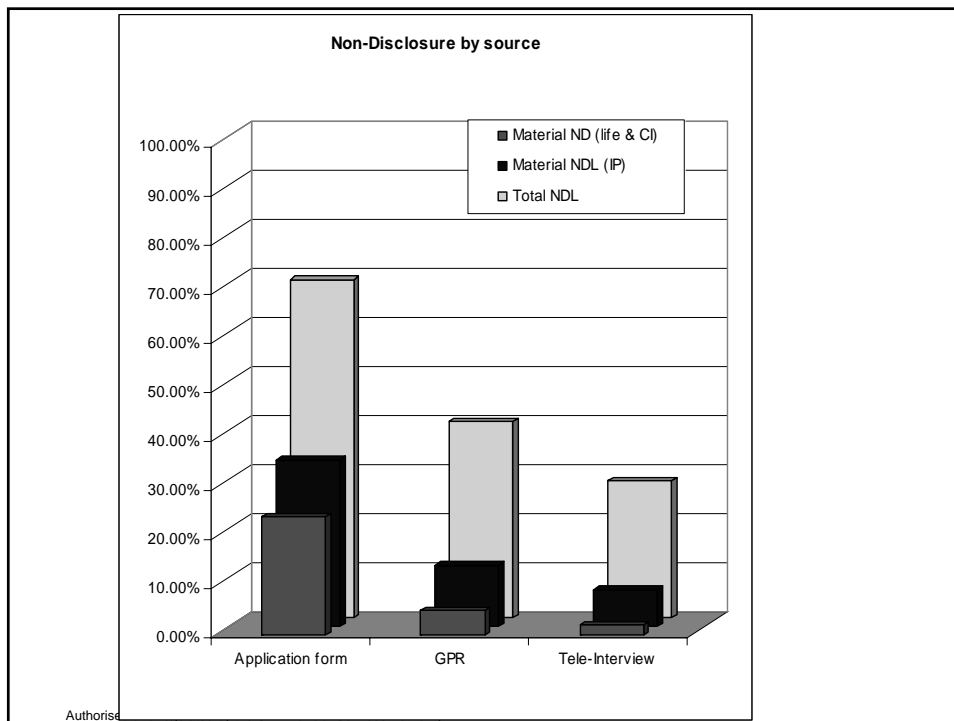
- | | |
|-----------------------------|-----|
| • Total NDL | 69% |
| • Material NDL (disability) | 34% |
| • Material NDL (life, CI) | 24% |

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NDL on Tele-Interview

- Total NDL 20%
- Material NDL (disability) 8%
- Material NDL (life, CI) 1-2%

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Dr Report reduction

- Tele-interviews alone cover
75-90%
- Tele-interviews identify info required for other
10-25%
- Varies with product, age profile

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Claims

- MA - ZERO contested claims to-date
 - ~30,000 cases
 - 3.5 years (although most within 1 ½ years)
 - Majority disability
- Unlike some in-house operations

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Case Study – Big T

- RBS & Nat West branches
- NUHC disability product
- Full Nurse interactive Tele-interview
 - Semi-structured
 - Probing, off-script
- AURA
- Collecting all information from applicant

- Halved non-disclosure
- Reduced requirement for med evidence by ~70%

"One year ago, we commenced Big T tele-interviewing on our IP business through two of our largest business partners, with MorganAsh. So far, we have experienced a high level of positive customer satisfaction and no contested claims to date. The incidences of serious non-disclosure that would have altered the underwriting terms offered have been halved."

Jon Parker
Chief Medical Underwriter
Norwich Union Health Care
Sept 2007

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Case study – little t

- Bank of Ireland Life
- Discretionary interview
 - Only interview cases depending on disclosure
 - Can ask all questions or just those on identified conditions
- Full Nurse interactive Tele-interview
 - Semi-structured
 - Probing, off-script

- Replace GPR/PMAR
 - Saves time and cost
- Improve disclosure in these cases
- Easy to start

"Tele-interviewing has enabled us to replace a significant proportion of our GP reports thereby cutting the timeline for receipt of medical evidence by more than 60%. It has also been well very received by our own sales force"

Noel Finnegan
Underwriting Manager
Bank of Ireland Life

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“We will look back and wonder why
we ever expected a salesman to
collect detailed medical information
independently”

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Thank you

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Register for newsletter, email

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