

**21st Century Risk Appraisal
(The Need for controlled Speed)**



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AVP of Underwriting, Hartford Life

We all Have: Wants





~25-40% have NO Life Ins
44% believe they need more

LIMRA

\$18 trillion coverage gap

= 35 million policies
of \$500,000 each !
(2.5 x the number sold in 2006)

- We make applicants:

- Give up fluids



- wait & wait to find out if we're "insurable"



- DIE for the pay off.



- How can we make it





The waiting game

We wait 2-4 weeks for:

- APS's
- Exams
- Labs
- Financials
- Forms



While we wait, they lose interest

What CAN we do?

***Use new technology & paradigms,
that find good, protective info. that's
faster, cheaper and less invasive.***

OVERCOME OBJECTIONS !

Make The Shift:

<u>Instead of</u>		<u>The New Wave</u>
Full Exam	➔	Tele Interview + vitals
Blood and Urine	➔	Saliva testing Urine only (HIV +) NT-ProBNP Skin sterol testing
Inspection & Financials	➔	Use the Internet
APS	➔	Phone interviews Rx Database reviews

MORE requirements per case in the future?

(At LESS cost and LESS intrusion)

TODAY

- Paramed
- Blood and HOS
- IR
- MIB
- APS
- TOTAL: \$195?

TOMORROW

- Tele interview
- Collect Build, BP, pulse
- MVR
- MIB
- Internet check
- Oral Fluid test
- Rx Database check

TOTAL : \$130?

The keys:

Collect non-invasive information

Collect them fast

Promise fast turnaround

Format Matters

(Data vs. Paper)

- Exam = Paper
- APS = Paper
- IR = Paper



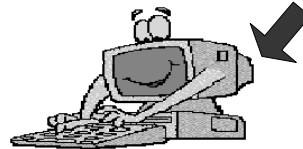
- MIB = Data
- MVR = Data
- Rx Database = Data
- Lab results = Data
- Build and BP = Data



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- MIB = Data
- MVR = Data
- Rx Database = Data
- Lab results = Data
- Build and BP = Data
- Med records on line?
- IR, 1040 = Data?



Future Steps?

USA Today, Nov 2004

Is it finally time to put medical records online?

By Marjorie Roberts, HealthDay

Medical Records May Go Online

Health industry, tech firms, government agencies might collaborate to build a secure database of patient records.

Mark S. Sullivan, Medill News Service

Monday, August 23, 2004

Quest Diagnostics Inc. and Caresoft, Inc - Brief Article

MEDICAL LABORATORY OBSERVER, June, 2000

Quest Diagnostics Inc. and Caresoft, Inc. which operates TheDailyApple. com consumer health Web site, have launched a service that offers consumers free access to their laboratory test results online. Using a personal identification number, patients can find their results in a secure section of TheDailyApple called MyLabCenter.com.

Someday (Soon) ON A \$10 million Case, NOT just "jet" issue

- ✓ Online application
- ✓ Authorization: access MIB, MVR, Rx DB, On line Labs.
- ✓ Take build, BP, saliva or urine only
- ✓ Check internet sources
- ? *APS's on line? 1040 from IRS website?*
- ✓ Feed it into an expert system
- ✓ Kick out suggested offer, and review messages for criteria outside the guidelines. Approve in 7 days