

WriteFit Underwriting™: FAQ

Fast underwriting for your fit¹ clients

Why should I try the WriteFit Underwriting program?

WriteFit Underwriting aims to make your client's life insurance buying experience fast, smooth and less invasive than traditional underwriting. Unlike the simplified issue approach, our WriteFit Underwriting program utilizes new tools and techniques that predict relative mortality based on a number of behaviors.

Why can't I do a paper application with WriteFit Underwriting?

Electronic applications allow us to provide a faster experience for our clients compared to paper applications. Electronic application data allows for further enhancements to the process, including automation of parts, electronic delivery and potentially offering an underwriting decision at the point of sale.

Do I need to sell WriteFit Underwriting differently?

WriteFit Underwriting doesn't change your role as an agent, but it can make the application process for the agent and client more efficient. This customer experience program is designed to support the sale by minimizing the need for invasive blood draws, urine collection and exam scheduling.

With this customer experience program, agents may not be able to rely primarily on their ability to predict their client's underwriting class as they can with traditional underwriting. The information used in the WriteFit Underwriting program to assess an accelerated case consists of hundreds of potential data points and the way they interact with each other, that aren't available until the moment we underwrite the policy. There aren't necessarily "knock-out" questions that can be used to predict an outcome.

What do agents who are frequent users of WriteFit Underwriting have to say about the program?

We hear from agents and firms who:

- Close a reluctant client because of the less invasive experience
- Comment on how much time they save per case when using WriteFit Underwriting compared to traditional underwriting

1. Information from tele-interview helps determine whether client qualifies for WriteFit Underwriting.

Who do I contact if I have questions?

For additional information please contact your Life Sales Support Team at:

1-877-696-6654

(Securian Financial and Broker Dealer)

1-888-413-7860, Option 1
(Independent Brokerage)

- Place more of their applications²
- Don't miss answering questions from their clients about the exam process and coordinating the exam
- Share stories about clients being surprised at how easy the process was
- Because the WriteFit Underwriting process is quicker than traditional underwriting, firms have attracted new life insurance sales from financial professionals who have focused on other products or programs
- Comment on how our WriteFit Underwriting program is more customer- and agent-friendly compared to other carriers

Since launching this program in 2016, 82%³ of agents who are offered the choice to use WriteFit Underwriting, choose to use it. Agents who use WriteFit Underwriting take a different approach when meeting with the client. Rather than focusing on a premium and setting clients' expectations, agents can focus on providing an efficient application experience for their clients.

When should I use WriteFit Underwriting vs. traditional underwriting?

The choice is yours. We offer you the choice to choose the program that best meets your and your client's needs.

You can consider WriteFit Underwriting when your client is interested in the potential for a quick, less-invasive experience. One thing to keep in mind, if your client's WriteFit Underwriting application is not standard or better, they'll seamlessly transition to the full underwriting process and get the rate class they qualify for, even if it's better than standard.

You may consider the traditional underwriting approach if you are familiar with the client and their medical history, and have a strong need to more accurately set their pricing expectation up front. It may also be beneficial to consider the traditional underwriting approach if your client is going to go through the exam process for another product that does not qualify to use the WriteFit Underwriting program or if you have a group of business partners who wish to have a similar underwriting experience.

I have had clients randomly held out from being accelerated, why is that?

We randomly hold out clients for auditing and also to gather data to improve our program. In 2018, we were able to take the data we collected from those randomly held out and stretch our criteria and liberalize our WriteFit Underwriting program guidelines, resulting in more preferred and preferred select⁴ offers for your clients.

What should we expect from the WriteFit Underwriting program in the future?

As a carrier we remain committed to continually monitoring and managing the integration of new tools and techniques. We are among industry leaders when it comes to improving the client experience during the underwriting process: we rolled out more than five enhancements and liberalizations to our program since its inception. We will continue to look for opportunities to expand the pool of clients who can benefit from this program in the future.

2. WriteFit applications place 12%-15% more often than traditional underwriting when comparing like cases. Statistic as of May 15, 2020. WriteFit and WriteFit Express are available under our WriteFit Underwriting program. These statistics only apply to WriteFit and are based on Securian Financial's experience with WriteFit and traditional underwriting.

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4. Rate class availability varies by state.

If declined through WriteFit Express, a 90-day waiting period will be enforced before a new application can be submitted.

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