



# UNDERWRITING ADVOCACY

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A TRANSFORMED PROCESS FOR  
OBTAINING LIFE INSURANCE

## UNDERWRITING ADVOCACY

The life insurance application for large and complex life insurance plans can have many unintended results if not handled with the proper expertise. Surprises and potentially unfavorable outcomes can be avoided by working with a proactive Underwriting Advocacy process and team.

Together, we provide an enhanced level of risk evaluation expertise in order to confidentially represent, coordinate and clarify the details of your case throughout the underwriting process.



# OVERVIEW

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## WHAT IS UNDERWRITING ADVOCACY?

***Underwriting Advocacy is the art of packaging, clarifying and negotiating to obtain the best possible underwriting class.***

At Valmark, we use our knowledge of how carrier underwriters make decisions to proactively position your life insurance application in the most favorable light. Underwriting Advocacy increases the potential for positive underwriting results through a unique approach that adds detail, expertise and clarity to the process. Our underwriters leverage their strong technical abilities and deep relationships across the industry while “humanizing” your case to help ensure the best possible outcome.

## HOW DOES THE UNDERWRITING ADVOCACY PROCESS WORK?

Underwriting Advocacy leverages our insight into how decisions are made at the carrier level by confidentially gathering your medical information and presenting your case to multiple carriers. This competitive bidding process gives you control in choosing what outcome is in your best interest, even in the earliest stages of the insurance application process.



# OVERVIEW

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## HOW IS THE COST OF INSURANCE DETERMINED?

The price of a policy is determined by the length of the contract, your gender, your tobacco use and your underwriting class. The only real opportunity for price negotiation is the underwriting class.

## HOW IS THE UNDERWRITING CLASS DETERMINED?

Carrier underwriters gather information on your health, finances and lifestyle. Underwriting leans heavily on the information provided on the application, as well as the information gathered throughout the process including, but not limited to:

- Paramedical Examination (blood, urine, vitals & EKG)
- Medical Records
- Driving Record
- Prescription Database
- MIB (Medical Information Bureau)
- Financial Statements/Tax Documents
- Avocation, Aviation and/or Occupational Hazards

We gather and review this information up front on your behalf to help choose the solution that best meets your needs. Also, sometimes the above sources can present incomplete, inaccurate or incorrect information. Underwriting Advocacy can help address these potential pitfalls to help you secure the most aggressive offer.

## WHO'S WORKING FOR YOU?

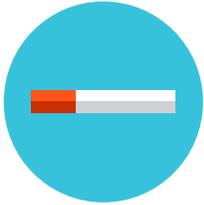
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Since 1963, Valmark has served as one of the nation's leading, independent life insurance resources. With an estimated \$50 billion of in-force life insurance with the industry's top carriers, Valmark has preferred access and leverage to negotiate arrangements on behalf of clients. It has also enabled Valmark to attract best-in-class talent from across the industry in order to provide an underwriting capability that rivals that of most carriers.

Your Underwriting Advocacy Team Includes:

- Two former insurance company underwriting directors
- A former insurance company medical director and licensed physician
- A dedicated Underwriting Advocate to provide central management for your case, five of whom carry the top underwriting designation in the industry
- A senior staff of new business and policy service specialists

# ADVOCACY IN ACTION



## A NON-TOBACCO CIGARETTE USER?

Having all the facts upfront allows us to take full advantage of carrier niches.

**Example:** A 59-year-old male was applying for \$10 million of coverage and admitted to “social” cigarette use. At face value, this automatically results in Smoker rates across the board – you smoke cigarettes, you’re a smoker. We knew, however, that one carrier could potentially offer some forgiveness provided we met a number of different caveats.

So, we worked to quantify his use, scoured his medical records for any contradictory statements (in regards to tobacco), and proved that his use was, indeed, “social” via a negative nicotine screen. Although we were technically a few uses over their typical threshold, we were able to leverage our strong carrier relationship to secure an exception. At the end of the day, we placed \$10 million of coverage at **Preferred NON-Tobacco** rates.



## BEWARE OF TYPED RECORDS!

Advocacy letters are used to provide additional clarification or correct inaccurate information in the medical records. These letters and MD responses can significantly impact the underwriting outcome.

**Example:** A 50-year-old female was declined for \$8 million of coverage because her medical records stated she had a history of a “lymphoma (cancer) in her left arm”. In reviewing the details, we noticed that this record had been dictated and that it appeared incorrect when looking at the treatment plan.

We addressed an advocacy letter to her MD who responded that there was a misprint and that she was seen for a lipoma (benign fatty lesion), not a lymphoma. Once we had this clarification in writing from her MD, she received an offer of best class.



## STRATEGIC APPROACH TO MULTIPLE COMPANIES

A couple in their early 60’s with a net worth in excess of \$100 million needed \$50 million of coverage at a more efficient price. They had \$30 million in force.

Coordinating the applications for coverage with multiple companies was essential in this case in order to avoid reinsurance limits and diversify coverage. The Valmark Underwriters first used a unique, private inquiry process to secure initial offers from the companies. Secondly, they coordinated three applications in phases to avoid exceeding carrier capacity limits. Lastly, they arranged to have the clients examined only once for all three applications. The result was \$50 million of joint coverage at Preferred rates which increased the overall efficiency of the couple’s insurance profile.



## RELATIONSHIPS ARE EVERYTHING

A 64-year-old female was applying for \$5 million of coverage. Her cardiac history was notable because of an abnormal echocardiogram and holter monitor. Insurance underwriters viewed this history in a particularly unfavorable light because she had not had any cardiac follow-up showing stability in several years.

Our product design was very intricate and the plan only worked with a product from one carrier. Upon review, she was approved at Table 4, which, given her premium tolerance, was not viable.

We shopped the file to two other companies who we knew to be aggressive with cardiac risks, and they quoted Standard rates. Once we received this feedback, we were able to pivot back to our carrier of choice and leverage our original Table 4 quote to Standard rates based on our strong relationship and the carrier’s desire to find a creative solution for a good business partner of theirs.

# TESTIMONIALS

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## REACTION FROM VALMARK AGENTS WHOSE CLIENTS HAVE BENEFITED FROM UNDERWRITING ADVOCACY



*proactive*

“ We’ve utilized Underwriting Advocacy with all of our high net worth clients. It’s given us **control** and has allowed us to anticipate and address any potential problems upfront.”



*unique*

“ Not only does Underwriting Advocacy **set us apart** from the competition, but our clients appreciate that their information is protected and that we have the carriers compete for their business.”



*optimized*

“ Underwriting Advocacy allowed us to do a complete evaluation and put the **best product** in place for each client, for each situation.”



*innovative*

“ Valmark’s life insurance underwriting offers a real **competitive advantage**. Valmark takes ownership of the underwriting process, but where they really excel is in the human skills of interpreting and communicating those results to prospective carriers to obtain the lowest rates.”



*precise*

“ Valmark’s in-house medical directors work magic in helping underwriters **accurately interpret** the medical files to eliminate risk, uncertainty and non-conclusive results. They’re amazing advocates for reducing my clients’ rates.”



*proven*

“ The reason Valmark’s underwriting process is the **best in the industry** is because their foundation was in life insurance – negotiating on behalf of the client is in their DNA.”





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