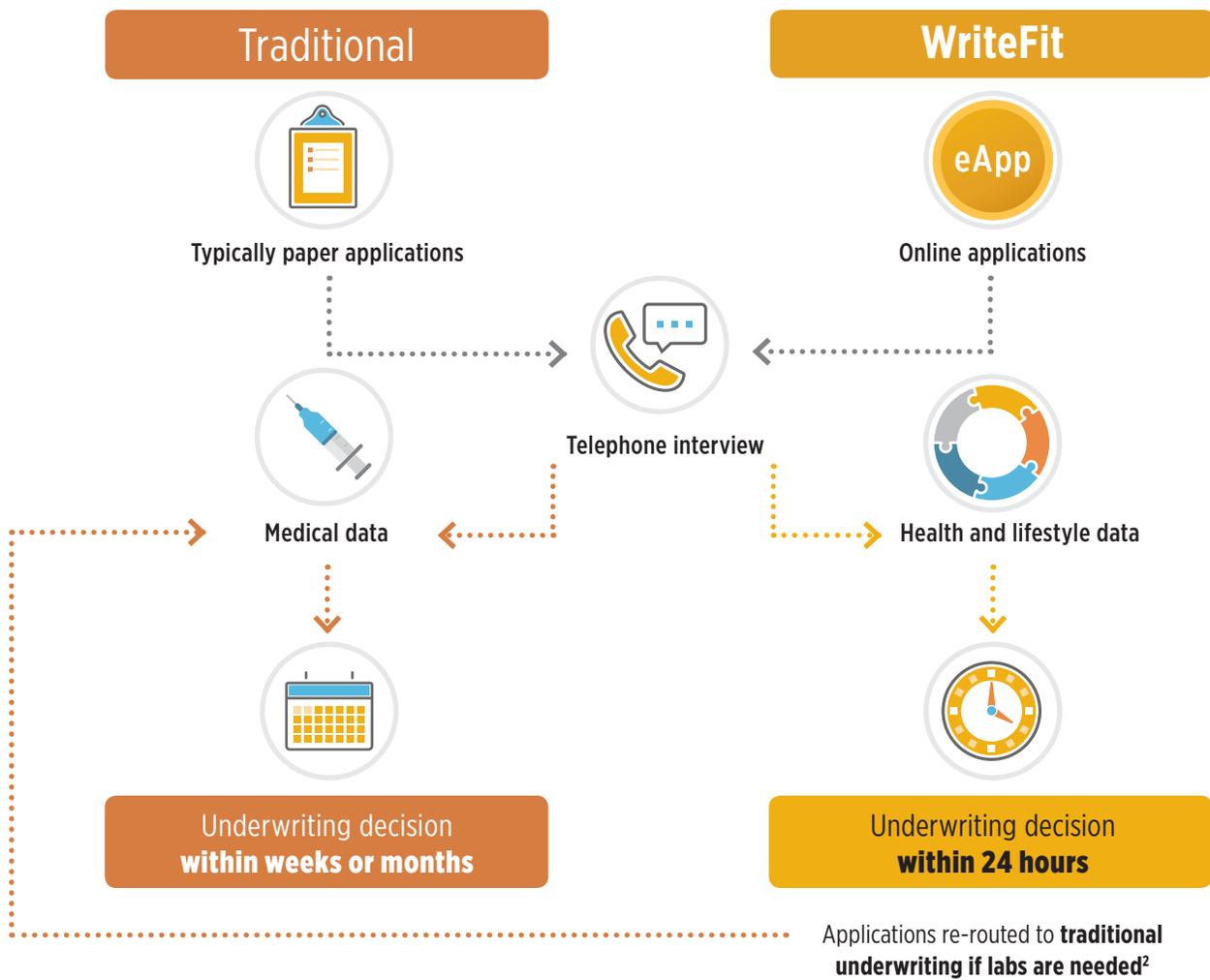


Securian's underwriting **evolution**

Traditionally, applying for life insurance has been defined by complex, time-consuming applications and demanding underwriting processes. And this can cause clients to drop out of the application process altogether.¹

But the insurance industry is changing. **Accelerated underwriting programs like WriteFit are making the process easier and faster than ever before.**

Process comparison



¹ Tucker, Leo. "The Field Perspective on Disruption," LIMRA's MarketFacts Quarterly, Number 1, 2017.

² Applies to WriteFit applications only. Excludes WriteFit Express.

The data: More than just medical

Accelerated underwriting programs like WriteFit are redefining how underwriting decisions are made. We have more information at our fingertips than ever before – and Securian’s underwriters review that data to understand its impact on your client’s mortality.³

WriteFit decision criteria

Think of it like this: We’re putting together pieces of a puzzle to get a clear picture of your client’s life. With each additional puzzle piece, or data point, the picture becomes more clear. In the end, the combination of all these pieces gives us better insight into your client’s overall mortality, allowing us to provide underwriting decisions faster than ever before.

Non-medical information

Provides a holistic view into behaviors that impact overall mortality:

- **Financial, property and credit information** are important indicators of financial well-being, which influences mortality. Financially stable clients may be more likely to sleep better, manage their stress and maintain access to better healthcare, decreasing their mortality risk.
- **Court records and Motor Vehicle Report (MVR)** provides insight into risky behaviors that increase mortality risk.



General medical information

Provides insight into someone’s health without requiring invasive medical tests:

- **Tele-interview answers** to health and lifestyle questions help us determine which medical requirements we can eliminate.
- **Prescription history** offers insight into medication use and client health.
- **MIB report** lets us know if a client has previously applied for life insurance⁴ and provides high-level medical history information.

WriteFit makes underwriting easier and faster than even before. Learn how you can apply through WriteFit by calling Securian’s Life Sales Support Team today:

- **1-877-696-6654** (Securian and Broker-Dealer)
- **1-888-413-7860, option 1** (Independent Brokerage)

³ Appropriate consent is obtained prior to data collection and usage.

⁴ Decisions are not reported to the MIB; we’re simply alerted of whether a client has previously applied.

Life insurance products contain fees, such as mortality and expense charges (which may increase over time), and may contain restrictions, such as surrender periods.

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