

MONTHLY SPOTLIGHT

March 2020



Prudential

Prudential is a leading provider of life insurance and has strong financial ratings from the major rating agencies. A+ AM BEST, A+Fitch, AA-S&P, A1 Moody's, Comdex 91

DYNAMIC UNDERWRITING

PruFast Track

- Continue to refine the guidelines to allow more cases to accelerate through the program
- Continue to look at innovative tools to add to the program (Electronic Health Records, Lab Scoring, Criminal Record, etc.)
- Continue to increase the utilization of the program

Foreign Resident Changes

- China – changes were made to how we classify residents from the People's Republic of China. We have identified four territories that will now be eligible for Preferred Best classification ("A" regions). These regions include Beijing, Shanghai, Shenzhen and Zhuhai

Enhancements to our Underwriting Guidelines

- Elimination of ECGs at all face amounts under \$10 million resulting in a less invasive exam
- Allow PB rates for an insured (at ages 50 and above) taking Blood Pressure (BP) medication as long as the BP is under good control. The previous best rate available, for a client taking BP medication, was PNT
- Enhancements were made to our thyroid cancer/nodule guidelines. In addition to making the rating classifications more competitive in the lower grade cancers, we now allow the possibility of Preferred for a small number of insureds (squamous cell)
- Cerebrovascular Disease – updates were made in the third quarter to allow some insureds to qualify for Preferred rates even if they have minimal carotid artery stenosis
- Enhancements to Client interview - we piloted our revised telephone interview in February and implemented across all channels in May. The revised interview provides a more streamlined process (do not need to ask for specific details for histories that require an APS), allows us to gather specific data to support our model process and allows greater flexibility in recording client's responses. The revised interview will be piloted in an online version in 3rd quarter and potentially fully implemented by the end of the year

CUSTOMIZED SOLUTIONS

Product Update

- SIUL with Survivorship Benefit Access Rider (SBAR) - extended guarantees with new chronic illness option on SUL chassis
- VUL Protector and SVUL Protector- improved pricing with lifetime guarantees and very strong cash values

Living Benefits

- Benefit Access Rider - pays for permanent (no waiting period) and non-permanent (90 day waiting period): old rider on Essential UL and Custom Premium II

Customized Life Solutions

- Wait and See - skip pay design on SIUL for those clients unsure of their estate planning needs
- Loan Rescue - highly leveraged WL (and VUL) solution
- BAR with increasing chronic illness benefit - seen as inflation protection for chronic illness on VUL Protector & IAUL
- GUL Alternative with Founders Plus and VUL Protector

ENDURING VALUE

Financial Strength

- Pension risk transfer business crosses \$100 billion
- Exceptional capacity up to \$135 million

Permanent Products

- No Lapse Universal Life
- PruLife Protector, VUL Protector, SUL Protector, SVUL Protector, and SIUL Protector
- Death Benefit Alternatives - Pru Life - Founders Plus and Essential UL
- Accumulation - Index Advantage and Custom Premier II

Term Suite

- Convertible to any permanent product