

*Technology*

# **The Future and Challenges of LTC eApp**

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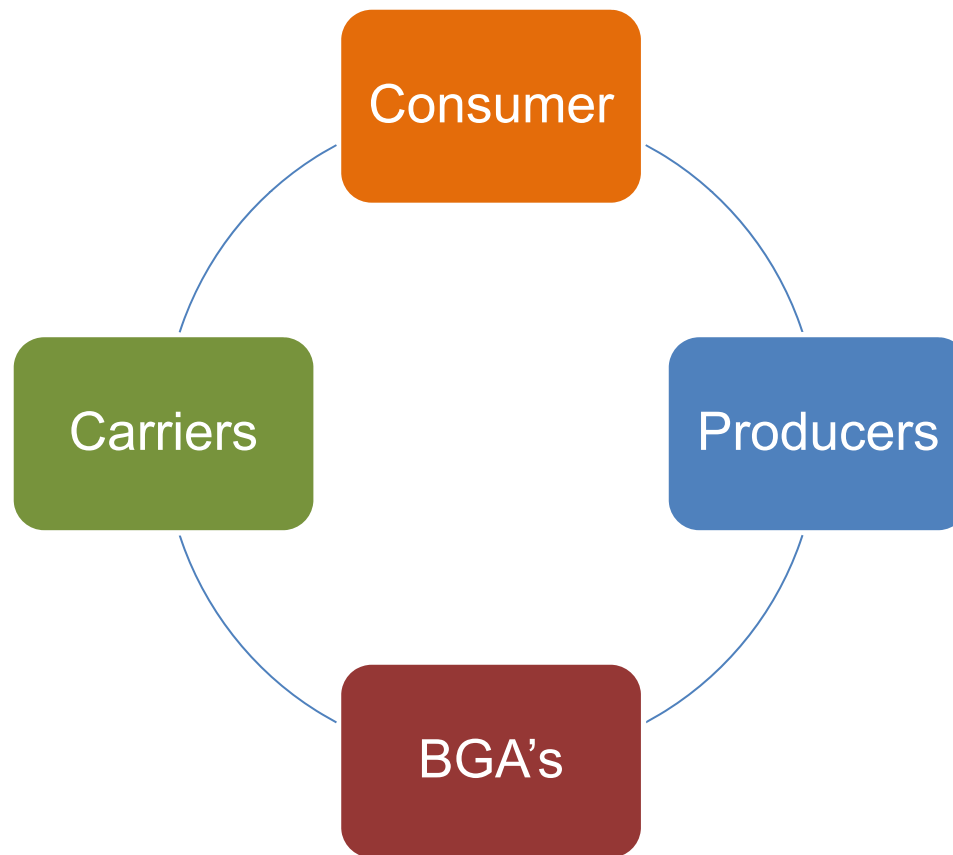
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**16th Annual Intercompany Long Term Care Insurance Conference**



An electronic process must consider everyone in the process...



# Current Landscape



Carrier specific unique offerings

Unique and varied processes for producers

Process does not make it easy for producers to sell

Easier process leads to more sales

Electronic process can sometimes interfere with client relationship

No clear value propositions for end users

Because we have always done it that way....



- eApp solutions can streamline producer workflow and speed policy issue
- Producers want a consistent, unified process
- Business landscape pressures limit investments
- The “Applicant Experience” needs to be primary focus
- What is the cost of doing nothing?
- What are the value propositions in technology investments?

# What causes pain today?



- The entire experience
- Multiple solutions
- Length of application
- Not always being a true straight through process
- Additional issues after the Applicant was told “we have all the information we need”
- eSignature solutions

# What has happened?



Movement to  
Standardize  
the process



Established  
Industry  
working  
groups



New Tools

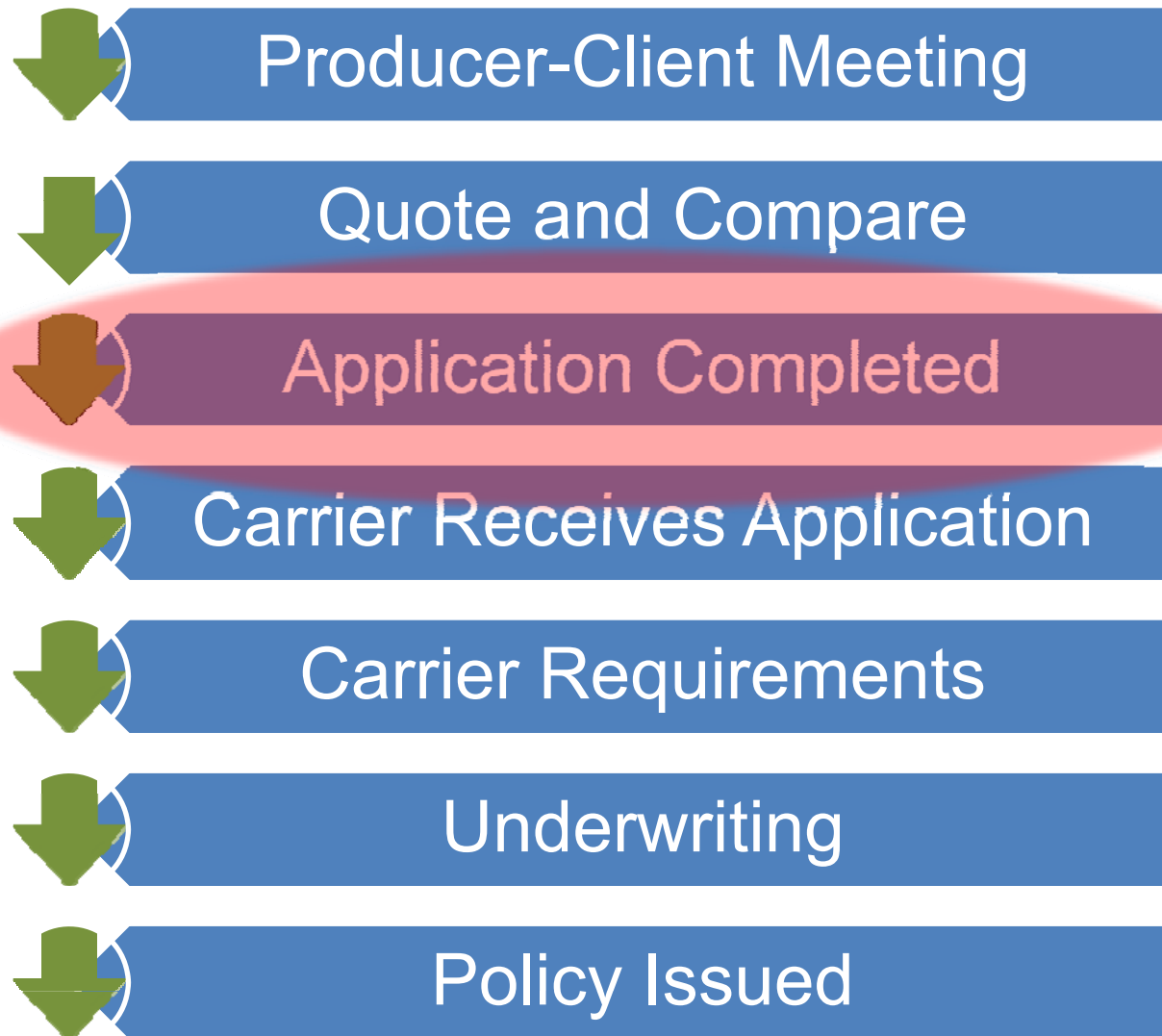


# Why has the efforts not worked to date?



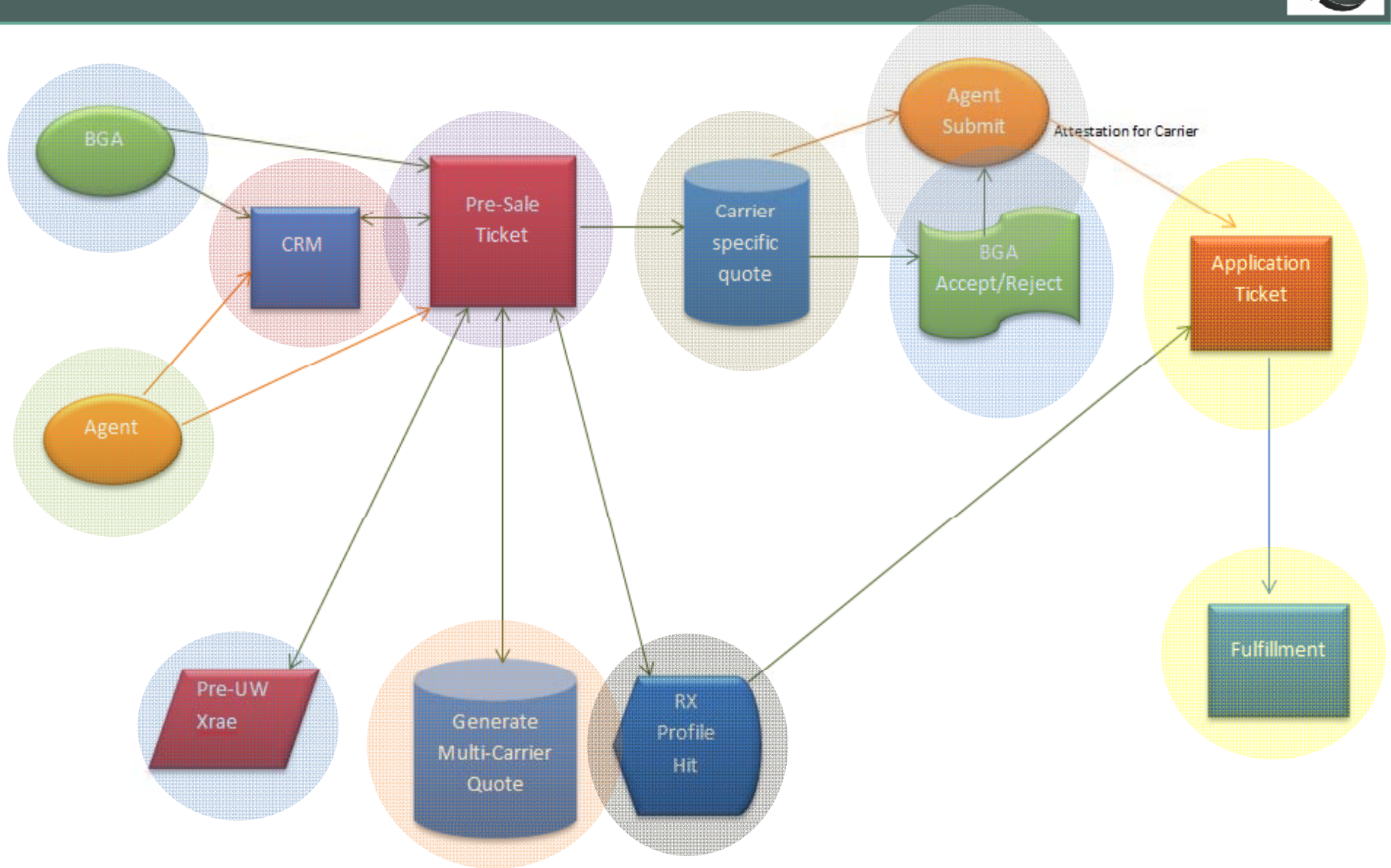
- Standards provide ways in which multiple points can communicate the same way
- Working groups have identified the importance of looking at the entire process
- Vendors have provided solutions for portions of the process
- No vendor has an end to end solution

# Entire process is important





# Current Working Group Flow Chart





- Carriers AND Distributors must buy in
- Must be a clear ROI for Carriers with adoption of new processes and tools
- Process must bring clear and real end user advantages
- Process needs to meet end users, not the other way around
- It appears that the key is centralized around distribution

# Your opinion matters



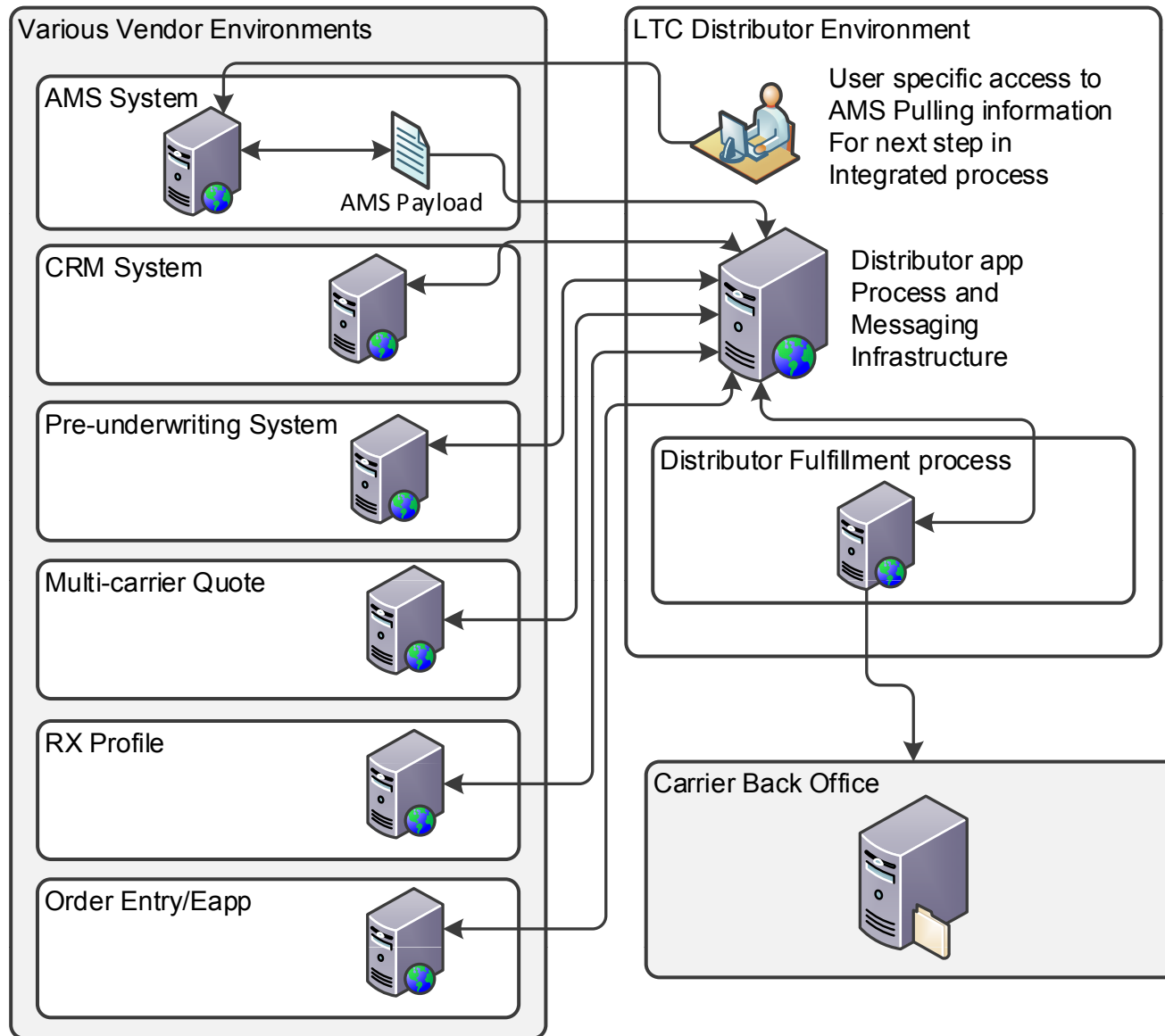
Now we'd like to hear from you.

What do you think will be the best solution to simplify the e-application process currently within our industry?



How do you think we can drive adoption?

# Possible Approach





## Questions