

Claims & Underwriting

State of the LTC industry

Impact to Underwriting, Claims and Sales



Session Participants



Moderator:

Arlene Hendricks

Senior Underwriting Director, Lincoln Financial Group

Panelists:

Stephanie Birden

Senior Manager, LTC Underwriting, Transamerica

Shawn Britt

Director, Long-term Care Initiatives, Advanced Sales

Helena Roberts

VP Underwriting and New Business, Lincoln Financial Group

Session Objectives



- Panelist introductions and opening remarks
- Interactive question and answer session

Stephanie Birden



- Senior Manager, LTC Underwriting, Transamerica



From The Underwriting Perspective.....



- The challenges with staying a step ahead of anti-selection in an increasingly informed and HIPAA sensitive society.
- What has changed in LTC UW, what has stayed the same?



- The Amazon Experience! How do we protect the risk and deliver quick underwriting decisions – the rise of enhanced underwriting and nontraditional risk selection.
- Keeping underwriting professionals engaged in a world of hybrid versus stand alone underwriting – mortality vs. morbidity.



- Director - Long-term Care Initiatives,
Advanced Sales





- Comprehensive product development strategy
 - Dreaming up a wish list
 - Up your game – but don't compete against yourself
- Marketing and Sales
 - LTC riders and Linked Benefits as “paints for an artist”
- Advanced sales aspects
 - Tax rules and advanced sales applications
- Claims
 - Best practices and processes - knowledge for advisors
- Industry involvement
 - Clarifying living benefit products and their positioning

Helena Roberts



- VP, Underwriting and New Business,
Lincoln Financial Group





- Hybrid versus traditional LTC
 - What are the trade-offs?
- How has underwriting had to change?
- Characteristics of a Hybrid Underwriter
- Streamlined underwriting for Hybrid Products
 - What are the risks?

Question and Answers

