



5 PROTECTION STOP TIPS

from Mike Allison, Head of Protection

Many clients will be highly concerned about getting new cover during the current pandemic, plus understandably having concerns around trying to pay for their existing policies if they are facing financial difficulties.

Here are my top five things to consider when discussing Protection with clients currently and/or reasons to contact them and discuss their Protection needs...

1 SUPPORT SERVICES

Many of you who have attended our CPD events are aware of the wide range of additional support services which are now offered by most Providers as part of their policies. This has been one of the most significant changes to Life Policies in the past few years, as clients can see some real tangible value in their policies, which they can use and benefit from immediately. Examples of some of the services from one of Providers, AIG Life, include:-

- GP 24/7 access
- Mental Health support
- Second medical opinions
- Nutritionist consultations
- Online fitness programmes
- Health checks



A number of these are particularly valuable and relevant in our current situation...

- ✓ Clearly, in the coming weeks and months many people will become unwell for non-Coronavirus related reasons, and many of them will need the services of a Doctor. Access to Doctors via GP 24/7 will be an invaluable benefit for these individuals, and will reduce the need for them to leave their house too.
- ✓ Online fitness programmes can be done by the client from their home whilst we are in 'lockdown'.
- ✓ Needless to say, the impact of Coronavirus for those struggling with mental health issues can and will be huge. AIG Life's policies include a range of mental health and wellbeing support. We have seen Mind charity produce an extensive hub of support and information of those who may be struggling, you can view this here and may wish to share it with clients who don't have this kind of support included in their existing policies.

AIG Life are not the only Provider to offer such services, but it is worth noting that they will apply these benefits to all policies retrospectively, even if they weren't available at the time of sale.

2 NON-MEDICAL LIMITS FOR INSURANCE APPLICATIONS



Providers, like most businesses have been severely affected by the COVID-19 situation, and are managing their processes from both office and remote working environments for their key staff, including underwriters. If you need to get a case on risk quickly, look at the Non-Medical limits different Providers offer – i.e. the level of insurance they will offer without asking for a Private Medical Report, a Doctor's Medical or a Nurse evaluation. With medical resources being stretched thin at present, choosing a Provider with a higher Non-Medical limit may speed up the process for getting your client on risk.

It is worth noting that Canada Life never ask for Medical information and will underwrite purely on the information provided. For younger clients, The Exeter are also good as they will not automatically request medical evidence for clients aged under 41 years.

4 CANCELLATIONS & LAPSES



Many Providers are looking into whether they have the capacity to offer clients premium holidays, which would move them in line with Mortgage Lenders. At present, there is still some uncertainty around this in both the Life sector and in General Insurance (Buildings and Contents Cover). We are continuing to speak to various Providers and will update you where we can.

I am sure that under the Treating Customers Fairly maxim, Providers will do their utmost to be fair to your clients. Most Providers have a 90-day reinstatement clause in their Policies; especially important for those who have had medical conditions since their policies were taken out.

If you have a client who is considering cancelling a policy, it may be prudent to speak to the Providers in question to see what can be done rather than clients cancelling immediately, as they may have the opportunity to reinstate the policy when their situation improves.

3 CUSTOMER COMMUNICATION



This tip is inextricably linked to the aforementioned value-added services offered by Providers. There has arguably never been a better time to get in touch with customers to remind them of the cover they have in place, what that policy covers and any access to value-added services that is included, in an effort to reassure them where possible.

As noted in my introduction of this newsletter, there are reports of some call centres contacting clients and telling them that their policies will not cover COVID -19. Clearly this is malpractice, and we hope to see action taken to prevent this from continuing. However, communications to clients to reassure them that they will be covered could prevent any policy lapses and clawbacks of commission.

5 GUARANTEED INSURABILITY



When recommending policies to a client some will have had Guaranteed Insurability Options (GIO) included in the plan. This gives the client the opportunity to increase the Sum Assured without medical evidence as certain Lifestyle changes occur, for example, moving home or on the birth of a child.

It may be worth looking at policies you have sold to see if a GIO is relevant to the client and give them the opportunity to increase their cover. Most Providers allow a reasonable time period to execute the increase and it may be more suitable to the client and easier to do this than to recommend a new policy, again if any medical issues have arisen.