



PACIFIC LIFE

Unique 2nd Look Program Helps You Place More Term Business

Pacific Life Teams Up With Gen Re to Help Rescue Stalled Cases

In the summer of 2017, Pacific Life completed a pilot with Gen Re's 2nd Look Program, a proprietary, analytics-based approach to help rescue life insurance applications that would otherwise be postponed, withdrawn, or retired as incomplete due to missing underwriting requirements. Of 25 previously stalled applications submitted during this time, 2nd Look was able to rescue 13. Which means, 52% of the time, Pacific Life was able to make an offer, rescue the business, and generate commissions that otherwise would have been lost.

Why Cases Are Stalled

If a doctor's report recommends a client complete an age-appropriate test like a mammogram or colonoscopy and the client hasn't completed it yet, the underwriter's response is often: **Postpone**. Can't locate the pathology report from a cancer history 12 years ago? **Postpone**. No evidence of a suggested medical follow-up? **Incomplete**.

An Answer for Missing Requirements

Often, we can save cases that have stalled with other carriers, including applications that have been postponed, withdrawn, or retired as incomplete due to the following:

- > Missing new business requirements, like an EKG.
- > Missing final Attending Physician Statement (APS).
- > Missing evidence of a recommended medical follow-up.

- > Missing pathology reports from surgical procedures conducted long ago.
- > Missing imaging scans or results of medical tests, like tumor markers, colonoscopies, or stress tests.
- > Missing financial documents for financial underwriting.

When to Get a 2nd Look

If your formal application has been postponed for missing medical or financial requirements, try a 2nd Look. Eligible face amounts are \$100,000 to \$20 million. (Ratings may reduce available capacity.) **Please note this is not a program for cases that are true declines due to medical history, nor a program for informal inquiries/trial applications. Formal applications are required.**

2ND LOOK OPPORTUNITY

Get stalled life insurance applications moving again. Resubmit to Pacific Life for a 2nd Look Request.

Summer of 2017 Pilot Program:

- 25 Previously Stalled Cases Resubmitted
- 13 Approved by 2nd Look
- 52% of Resubmitted Applications Rescued

2nd Look is an analytics-based approach to rescue postponed, withdrawn, or incomplete life insurance applications due to missing underwriting requirements.

For more information, contact Pacific Life:



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Request a 2nd Look: Simply submit a cover memo with your Pacific Life application, indicating the reason for the 2nd Look request, along with all available underwriting information.

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Life insurance is subject to underwriting and approval of the application.

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