

INDIVIDUAL WHOLE LIFE INSURANCE

Offer some peace of mind to your customers and help them prepare for final expenses

Together, all the way.SM



AGENDA

- > Expand your CSB portfolio
- > Product features for Individual Whole Life
- > Product availability and filing status
- > Description of coverage and benefits
- > Premium rating
- > Simplified issue underwriting
- > How to submit business
- > Brand New Lead Program

EXPAND YOUR CSB PORTFOLIO

Grow your sales and offer some Peace of Mind to your customers with our latest insurance product.



WHY THE NEED FOR FINAL EXPENSE LIFE INSURANCE?



The average cost of a funeral in 2012 was \$7,045. With a vault added, the median cost is \$8,343.*

In addition to funeral expenses, additional costs may include:

- > Household bills and utilities
- > Airfare costs for family to attend the funeral
- > Flowers
- > Newspaper notices
- > And many other expenses

Expand your portfolio with this valuable product offered by Cigna Supplemental Benefits, insured by Loyal American Life Insurance Company.

* <http://nfda.org/about-funeral-service-/trends-and-statistics.html>, last updated April 12, 2013



PRODUCT FEATURES

Learn about the benefits of Individual Whole Life



HIGHLIGHTS

The Basics

- > Face amounts from \$2,000 to \$25,000
- > Coverage for individuals, ages 50-85
- > Level and Modified benefit coverage available
- > Simplified issue underwriting
- > Policies issued in 3-5 days



- **5% spousal discount¹**
- **No annual policy fee**
- **Husband and wife on one application**
- **No height/weight chart**
- **No wet signatures/Phone Sales**



1. Only available if both individuals apply at the same time.

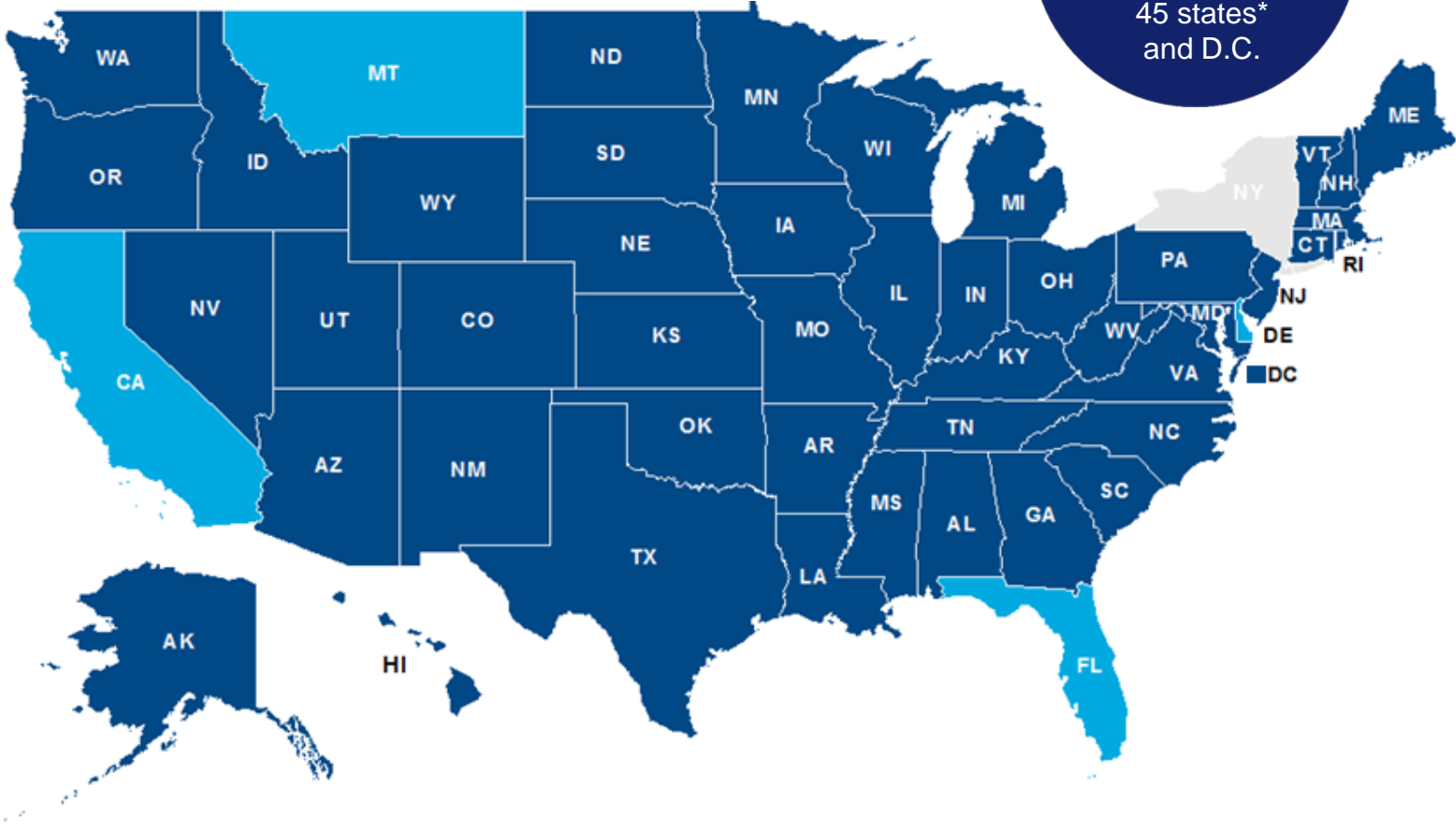
PRODUCT AVAILABILITY

Learn about the benefits of Individual Whole Life



Individual Whole Life – *Final Expense* State Availability

Final Expense
available in
45 states*
and D.C.



Product Available **Product Filed**
No Product



DESCRIPTION OF BENEFITS

Learn about the benefits included with our Level and Modified Benefit Plans



DESCRIPTION OF BENEFITS

Level Benefit Plan:

- > Pays the face amount elected for the loss of life.*

Modified Benefit Plan:

- > The benefit amount selected is payable for death due to accident during the first two policy years.
- > The benefit amount payable for non-accidental death during the first two policy years, is 110% of premium paid.
- > The benefit amount selected is payable for non-accidental death after the first two policy years.

DESCRIPTION OF BENEFITS

Terminal Illness Accelerated Benefit Rider

- > Lump sum amount, not to exceed 50% of the selected benefit amount, can be accelerated
- > 12-month definition of terminal illness
- > Automatically included at no additional charge (Level Benefit Plan only)

Accidental Death Benefit to Age 100 Rider

- > Optional rider for additional premium
- > Benefits amounts ranging from \$10,000 - \$50,000
- > Issue ages from 50-85; rider terminates upon attainment of age 100

DESCRIPTION OF BENEFITS

Non-Forfeiture Options

- > Cash Value Settlement
- > Reduced Paid Up Insurance
- > If no option selected, will default to reduced paid up insurance

Policy Loan Provisions

- > If elected on the application, an 'automatic premium loan' provision will take effect to automatically pay premium due if premium due remains unpaid at the end of its grace period.
- > Policy builds cash value beginning in the third year.
- > A cash loan can be requested by the insured if the policy has accumulated a cash value.

PREMIUM RATING

Low rates with an easy way to rate your customers.



PREMIUM RATING

Age Bands	Single year issue age rates ages 50 to 85 inclusive
Gender	Male/Female rated (Unisex rates apply in Montana)
Tobacco	Tobacco rated (Tobacco / nicotine within last 12 months)
Rate Tiers	Individual; 5% premium discount on Spouse rate if coverage is applied for by both at same time and both policies are issued.
Policy Fees	No Annual policy fee

SAMPLE RATES

Sample Monthly Rates for \$5,000 of 'Level' Benefits

Ages	Female Non-Tobacco	Male Non-Tobacco
50	\$11.23	\$15.60
65	\$23.10	\$30.51
75	\$40.51	\$51.94

Sample Monthly Rates for \$5,000 of 'Modified' Benefits

Ages	Female Non-Tobacco	Male Non-Tobacco
50	\$17.12	\$24.46
65	\$36.26	\$49.54
75	\$58.12	\$77.17



SAMPLE RATES

How to Calculate the Spousal Discount*

Find the correct rate for the spouse that the discount will be applied to.

Note: The spousal discount only applies to the youngest of both applicants.

\$40.51

This is the discounted rate that should be entered on the application.
Multiply that rate by .95 (95%)

X .95

This is the discounted rate that should be entered on the application.

\$38.48

Sample rate is based on a female; non-tobacco; age 75 with \$5,000 of Level benefits.



SIMPLIFIED ISSUE UNDERWRITING

We made it as easy as possible



SIMPLIFIED ISSUE UNDERWRITING

Simplified Issue Application Questions

- > **Part 1** - 7 questions. "Yes" answer to any question = no coverage issued
- > **Part 2** - 4 questions. "Yes" answer to any question = Modified Benefit Plan coverage issued
- > "No" answer to all questions = Level Benefit Plan coverage issued

Additional Requirements

- > MIB Lookup
- > Rx Check Lookup
- > Declinable Drug List (DDL); applicant drugs obtained from Rx check lookup
- > Telephone Interview (PV) conducted

HOW TO SUBMIT BUSINESS

We made it as easy as possible



CIGNA ADVANTAGES

Submitting business



PRODUCTS	PHONE SALE	FACE-TO-FACE	EXPRESS APP
<i>Individual Whole Life Insurance</i>	YES Write 'Phone Sale' on signature line Submit via Fax or Mail	YES Submit via Fax or Mail	YES 100% Online Quoting and Application



AML TRAINING

Complete the mandatory Anti-Money Laundering (AML) training to sell Individual Whole Life



AML TRAINING

- > Agents must complete Anti-Money Laundering (AML) training through LIMRA, taking the **Anti-Money Laundering for Insurance Producers** course prior to writing or submitting any Individual Whole Life business.
- > Agents who have already completed this LIMRA course only need to complete the refresher course, **Ramifications of Money Laundering – Anti-Money Laundering for Insurance Review**.
- > Agents that have completed an AML training with another company must still complete AML training through LIMRA.
- > Visit **AgentViewCigna.com**, under *Training>Basics*, and select 'AML Certification Training' for more info.



NEW LEADS PROGRAM FOR AGENTS

Announcing Cigna's exciting leads program
that'll build your business



AGENT LEAD PROGRAM

Agent Lead Program

- > Began December 1, 2015
- > During each monthly period, \$3,000 in IAP will give the producer 1,000 lead mailers via Target Leads vendor
- > Agents will be able to choose which mailers they would like
- > Agents will have access to CRM tool to manage leads
- > Agents can receive leads EVERY month as long as meeting the \$3,000 IAP minimum
- > Agents have the ability to “Buy-Up” if they want more leads



AGENT LEAD PROGRAM



OTHER PRODUCTS

Better coverage for your clients and more commissions for you.



QUESTIONS?

CSBAgentmarketing@cigna.com
AgentViewCigna.com



Offered by: Cigna Supplemental Benefits.

All Cigna products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation, including Loyal American Life Insurance Company. The Cigna name, logo, and other Cigna marks are owned by Cigna Intellectual Property, Inc.

Loyal-4-0016-IWL Presentation © 2015 Cigna. Some content provided under license.

