



By
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The word “flummoxed” best defines the intellectual consequences of trying to fathom how life insurance distribution via banks can thrive globally, but flounder here.

Adding a dash of salt on the wound, a new study says consumers today are even less aware that banks offer life coverage than they were four years ago.

Dabbling in the realm of the audacious, one might dare to describe our collective response to the life insur-

teleinterviews, prescription profiles and Medical Information Bureau records. The risk-history questions broached in this context must be carefully honed based on contemporary medical realities. By doing so, we can fashion far superior applications for this market.

By carrying off teleinterviews on a “warm transfer” basis mode and interdigitating them other information, we can empower credible decision-making that is entirely harmonious with bank distribution tolerances.

Risk factors for short- to intermediate-interval excess mortality in middle-market applicants can be handily addressed with a combination of adroit interviewing and wizened analysis of pharmaceuticals prescribed within the past several years. The few cases needing further assessment would be quickly pinpointed in this process. And, thanks to teleinterview recordings, egregious attempts at material nondisclosure will be more manageable than ever, even after the fact.

Will there be coverage thresholds where more invasive requirements, such as blood and urine tests, will be needed? Sure, but thresholds at rather eye-popping altitudes can be countenanced when the yield from our core assets (teleinterviews and prescription profiles) is optimized.

Novel concepts such as “risk-taking behavior” and the “healthy-adherer effect” can be retrofitted to existing underwriting paradigms, balancing the loss of protective value that’s implicit in walking away from traditional screening requirements.

It is incredibly safe to say that we have only scratched the surface where these alternative approaches are concerned. Unlike other options, they facilitate rapid turnaround time and should resonate with consumers because they bring the process that much closer to being driven by health-habit choices which we, ourselves, make every day.

The much-ballyhooed bottleneck between underwriting and life sales through banks is rightly dismissible as urban legend.

So much for the mythic mystery of how to serve the middle market. **BR**

Flummoxed Over Bancassurance

Sales of life products at banks are flat, but quicker underwriting that doesn't sacrifice quality may help.

ance needs of the middle market as “90% lip and 10% service.” Since banks are the delivery vehicle of choice to this vast, underserved market, why are bancassurance sales, relatively speaking, in free fall?

Enter everybody's favorite fall guy: underwriting.

In days of yore, the most doleful lamentation from those who coveted bank distribution was the galling disconnect between the instant-gratification expectations of buyers and the cold, hard fact that the rigors of underwriting could only accommodate applicants with the patience of saints.

Our capacity to configure customer-cozy risk assessment strategies is at hand. Informed deployment of 21st century underwriting assets all but guarantees actuarially sound, reinsurer-attractive and customer-friendly life products for bank-mediated dissemination.

Considering the predictable mix of business in a bank setting, rapid and cost-effective risk triage can be achieved with three primary resources:

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