

This will obviously continue to be an evolving situation. Luckily the impact on life and critical illness product design in the UK advised space should be limited. That said, underwriting and claims are two of the areas most affected for life and CI applicants.

Don't expect CV to be added to the list of critical illness products covered by protection providers. That's a concrete message now. Obviously if existing clients have life cover in place that should protect anyone who gets CV with no need for adjustment.

Providers offering tele underwriting and secondary / intuitive online underwriting questions COULD be able to offer advisers more opportunity for applications going on risk without the need for a GP report. Check automatic medical limits and see which providers would allow your client the levels of cover that they need without the need for a GP report or medical? This is something we're looking at too to see if we can offer you more support on this topic. One other thought on this point - don't get caught out by applying to two providers at the same time – effectively splitting the cover levels in half between the two providers – in order to avoid automatic medical limits being triggered. Most protection applications will ask the applicant if another application is being made at this time – it's an aggregate benefit question that the reinsurers insist is asked to help providers to avoid this scenario.

Remember to check guaranteed insurability options - or GIOs for short. If the client has been through a major lifestyle change recently such as birth or adoption of a child, a major promotion in work or a civil partnership stroke marriage, they may be able to increase their existing cover up to a set limit without the need for any additional underwriting on the increase.

This is a really important point covering all individual protection policy types – regarding existing customers who are cancelling their cover due to the crisis – please advise them not too! In the event that they get ill or worse they would then have no cover in place. Most providers allow for at least two bounced direct debits before they lapse cover and usually won't lapse a policy until 60 days from the first unpaid premium. With some its 90 days – i.e. 30 days from the second unpaid premium. Please share this with your customers and ask them to address the affordability issue at the latest date possible – not now.

Have you all sent out newsletters to your existing clients? My adviser sent me their first one this week. Doing this puts you in control of the situation. It reassures your client book that you're in control of the situation - even if it doesn't feel like that's the case at times - and it adds you to any conversations that they're already having.

Some of the larger distributors in the UK have reacted quickly to the crisis. Some have created a crisis steering group to focus on the first aid they can deliver for advisers , who meet in daily calls and virtual war rooms to co-ordinate activity. Many of the networks have dedicated websites for this situation now alongside the trade press publications such as cover magazine and FTadviser.com. Networks are producing regular updates for member firms in the mortgage / protection space. They are as keen to support this situation as we are.

It's important to consider alternative temporary roles in these situations = this isn't BAU it's a crisis. Some common themes are developing such as:

- Can we give colleagues temporary job roles around risks and fixes – outside of their normal BAU jobs?
- Prioritise your issues – what battles do you need to fight now? Which bring the biggest benefit that you need?
- Paper processes – could you do a quick automation job to keep signatures coming in electronically?

In terms of the help that iPipeline can offer you - we don't wish to profit from a bad situation, it's not a great corporate image to portray. Integrity is important. Our preference is to ask you what we can do for you and to give you what you need rather than guess.

Whilst we do have more webinars planned, we are keen to ensure first and foremost that the contents of these cover the topics that you need, and that the content is relevant. We have a Covid-19 microsite live now and we'll continue to update LinkedIn and twitter as well as issue updates to you via email if that's appropriate too.

It's very much BAU at iPipeline. Our focus is saving lives and livelihoods. The team are all working from home with no issues to report. Our services are running normally. We're using teams to stay in touch and for meetings, and I'm guessing that you've all started to test or hear of apps like zoom and House-Party too?

We can help you with lead gen support and with personalised risk data for prospective or existing clients similar to the data that's produced in the risk reports in SolutionBuilder. That data can be used to create conversations with clients who have a mortgage and no protection cover in place, or for clients with a mortgage covered by life cover but with no income protection in place. We're also having many conversations now about digital forms and signatures.

If there are any things we could change or add to our service to make things easier for you and your business during the next few months, please ask us!!!

One final thought from me - stay well and good luck.

Andy

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