



Rising to meet life's complex needs

Your Advisor Toolkit





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Affordable rates aren't off the table

Impaired risks, also known as complex medical needs that often result in table ratings, are increasing. According to the CDC, **6 in 10 Americans have at least one chronic disease, and 4 in 10 have two or more chronic diseases.**¹ While the diagnoses may be complicated, writing policies for these applicants doesn't have to be. At Banner Life Insurance Company, a Legal & General America company, we believe these health challenges shouldn't be roadblocks to coverage.

So, we're simplifying impaired risks and turning them into opportunities for you to grow your business.

To help you best serve these clients, we've been hard at work with enhancements to rise beyond expectations (more on this on page two). This includes adopting a flexible underwriting approach that leads to faster decisions, higher approval rates and expanded eligibility.

We've developed an advisor toolkit to help protect your clients. In this kit you will find an explanation of our recent changes along with client-facing communications including:

- ✓ Flyers explaining impaired risk cases and the underwriting evaluation process.
- ✓ Customizable, ready-to-use letter templates that help you communicate impaired risk solutions to customers.
- ✓ Social media posts to take the conversation online.
- ✓ Case studies of successful impaired risk approvals.
- ✓ An FAQ for you and your clients.

We hope you find this content useful as you connect with your customers and prospects.

¹Centers for Disease Control and Prevention (CDC), 2024.

Doubling down on partner benefits

To help support you and your clients, we've made some enhancements in three key areas:

Our Quick Quotes system.

- New email-based option.
- Faster standard 48-hour turnaround time.

Our pricing and process.

- A "Best in Business" approach to co-morbidities, blending — rather than stacking — ratings.
- Table 4 pricing that may outperform competitors' Table 3 pricing.
- Exam-free underwriting for some table-rated cases through our Lab Lift Substitution Program.
- Coming soon: a digital pre-application process for early risk assessment.
- We rate off of Standard Plus.

Our digital Horizon experience.

- Automatic routing of complex cases to a dedicated underwriting team.
- A shorter application, from 60 pages to just 16.
- Reduced clicks by 25%.
- New search function for impairments.
- Non-linear navigation, enabling advisors to skip to relevant sections.
- Grouped questions for quick "No to All" selections.

Let's talk about impaired risk cases

As you're talking to your clients with complex medical backgrounds about term life insurance, here are some helpful messages for your discussions:

What are impaired risks?

- Clients with impaired risks may be considered a higher risk to insure due to their health or lifestyle. Factors that contribute to this denomination include pre-existing medical conditions, history of chronic illness, high-risk occupations, dangerous hobbies, unfavorable family health histories or hazardous lifestyles.

Why term life insurance matters

- Term life insurance can be a very welcoming, approachable option for those new to life insurance, tight on budget, younger consumers or those simply who need a certain amount of debt covered.
- The premium rates and coverage amount are set for the length of your term, typically ranging from 10 years to 40 years, and the payout doesn't fluctuate if the market becomes volatile. Term life insurance policies are simple and straightforward protection. For example, you can obtain the greatest amount of coverage for the lowest price compared to other types of life insurance policies and it requires little maintenance. Term life insurance's advantage lies in its simplicity and the peace of mind of having that safety net of financial protection for your family's future.

Let's talk about impaired risk cases

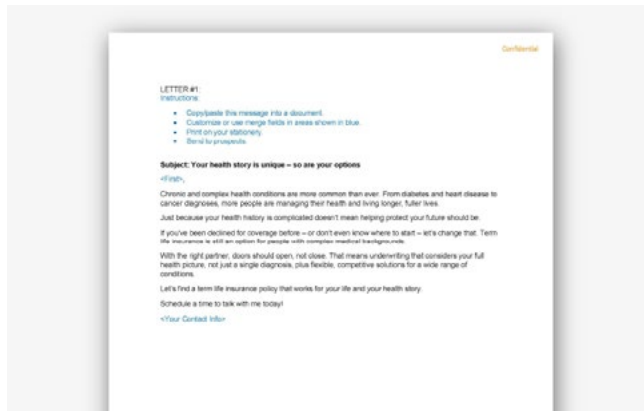
What sets Banner Life apart?

1. We refreshed our impaired risks underwriting processes and guidelines for faster approvals with less hassle.
2. We take a "Best in Business" approach for co-morbidities; that means we blend, rather than stack, ratings.
3. We have more competitive pricing. By rating off Standard Plus, our Table 4 may outperform competitors' Table 3, offering better value for impaired cases.
 - Table-rated cases may be eligible for exam-free underwriting through our Lab Lift Substitution Program.
4. We employ an experienced underwriting team who average 21 years of experience to create innovative, high-value solutions for impaired risk cases.
5. We have instant declines or postpones for cases \$2M+.
6. We focus on leveraging advances in medicine and digital technologies to improve, transform and accelerate our risk selection process.



Communication templates

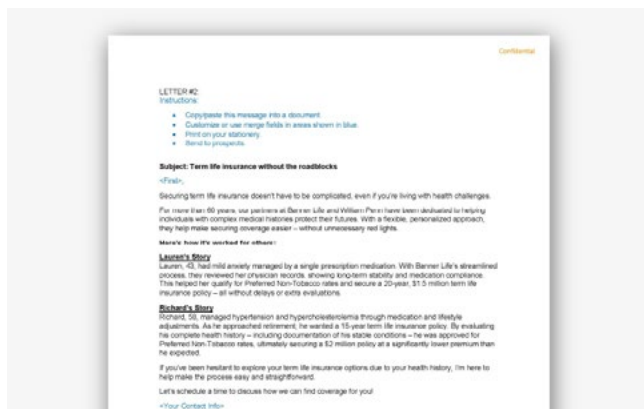
Start the conversation or keep it going with plug and play messages about impaired risk term life insurance.



Communication template #1:

Your health story is unique

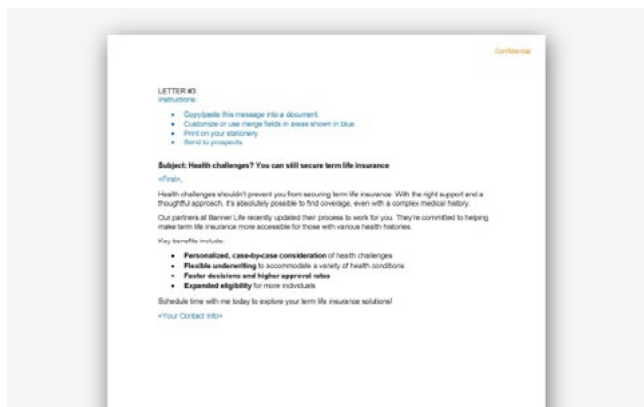
Download letter



Communication template #2:

Removing the roadblocks

Download letter



Communication template #3:

Health challenges shouldn't prevent coverage

Download letter

Download the templates and copy the content. Paste into a platform of your choice to reach more clients and get cases placed quickly.



Social media templates

Three in four Americans use social media and average 6.5 different social platforms per month.¹

Meet your clients where they are.

¹ Pew research, 2024



**Health history?
You may still qualify.**

Qualifying with history

Diabetes. High blood pressure. Anxiety. These common health conditions don't mean life insurance is out of reach.

Let's explore your options and help find coverage that fits your needs.

[Download social post](#)



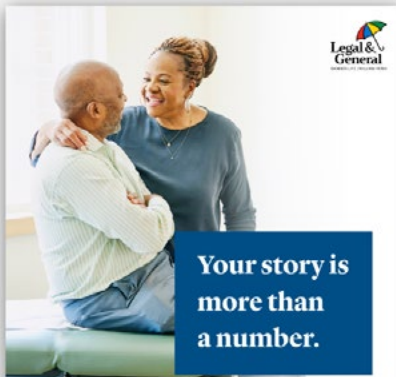
**Told no before?
Let's try again.**

No is not never

If you've been declined or rated in the past, we may still be able to help.

New underwriting guidelines and carrier improvements mean more people can now qualify — even with complex health histories.

[Download social post](#)



**Your story is
more than
a number.**

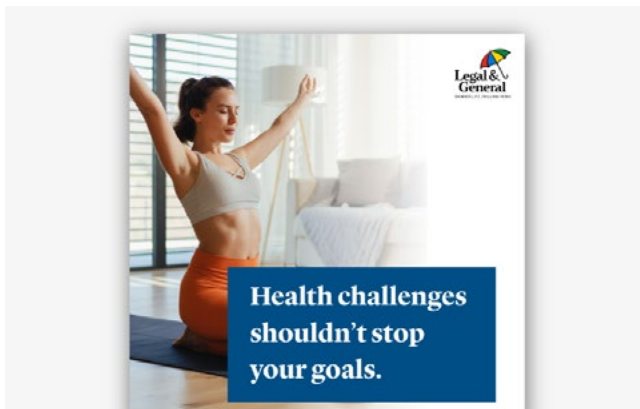
More than a number

We focus on people, not conditions.

Banner Life Insurance Company's underwriting takes the full picture into account. Let's work together to help advocate for the best offer possible.

[Download social post](#)

Download the image and copy the corresponding caption. Paste into a social platform of your choice to reach more prospective clients.

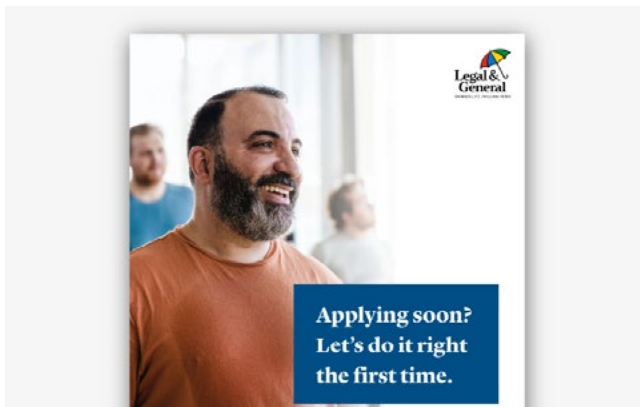


Coverage is possible

Whether it's a recent diagnosis or a long-term condition, term life insurance can still be possible.

We'll help find options tailored to your situation — so you can help protect what matters most.

[Download social post](#)

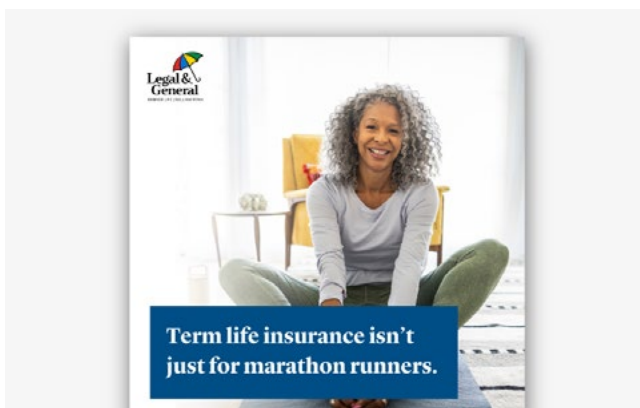


Do it right the first time

Clients with complex health histories require planning and precision — from the right application to the right carrier.

Let's help you build a strong case for a great offer, in as little time as possible.

[Download social post](#)



There are options

You don't need a perfect health record to get coverage.

We help real people — with real health histories — find solutions that help protect their families and futures.

[Download social post](#)

Download the image and copy the corresponding caption. Paste into a social platform of your choice to reach more prospective clients.



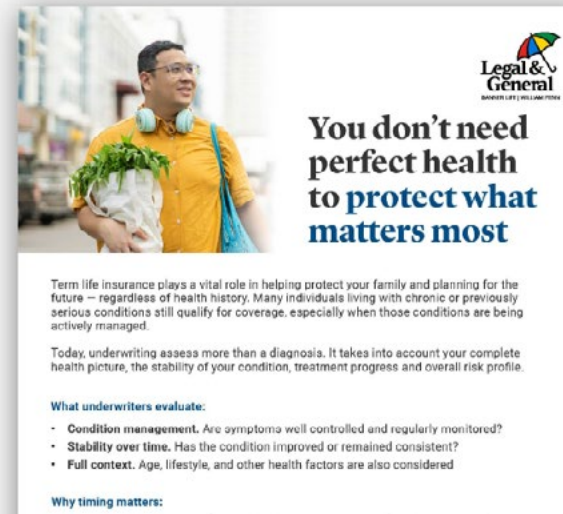
Client flyers

Start the conversation on the importance of term life insurance for those with impaired risks with these customer-facing flyers.



General overview

[Download flyer](#)



Underwriting evaluation

[Download flyer](#)

Download the flyer and attach in an email to help current and prospective clients understand the possibilities available with term life insurance.



Case studies

Show your clients what's possible with examples of term life insurance cases for clients with impairments.

Overcoming medical barriers — Hypertension and hypercholesterolemia

Client profile

Name:
Richard

Age:
58

Occupation:
Project Manager

Location:
Chicago, IL

Policy type:
15-year COT term policy

Coverage amount:
\$2 million

Rate class:
Preferred Plus

Monthly premium:
\$450.00

Annual premium:
\$5,400.00



Background

At 58 years old, Richard was in good overall health, maintained an active lifestyle and followed a strict medical regimen. However, he had a history of hypertension and hypercholesterolemia, both well-controlled with medication and lifestyle adjustments.

With retirement approaching, he wanted to ensure his family would be financially secure in case of an unexpected event. He sought a 15-year term life insurance policy that would provide stability while he transitioned into his later years.

Challenge

Despite his otherwise healthy lifestyle, Richard faced significant challenges in securing an affordable policy.

- Hypertension and hypercholesterolemia are common underwriting concerns, often leading to higher premiums or outright policy denials.

Overcoming medical barriers — Hypertension and hypercholesterolemia

[Download case study](#)

Peace of mind with a mental health history — Mild anxiety

Client profile

Name:
Lauren

Age:
43

Occupation:
Event coordinator

Location:
Orlando, FL

Policy type:
20-year COT term policy

Coverage amount:
\$1.5 million

Rate class:
Preferred Non-Tobacco

Monthly premium:
\$80.00

Annual premium:
\$960.00



Background

Lauren, a 43-year-old woman, sought life insurance to help protect her family's financial future. She was in good overall health, maintained an active lifestyle and had no significant medical concerns — except for a history of mild anxiety, which she managed with a single prescription medication.

Despite her condition being well-controlled and causing no disruptions to her daily life, she was worried that her mental health history could impact her ability to secure affordable coverage.

Challenge

Many insurers consider mental health conditions a potential underwriting risk, often resulting in:

- Higher premiums or policy denials, particularly for applicants on prescription medications.

Peace of mind with a mental health history — Mild anxiety

[Download case study](#)

Securing affordable term life insurance with sleep apnea

Client profile

Name:
Dariusz

Age:
50

Occupation:
Human resources manager

Location:
Brisco, ID

Policy type:
15-year COT term policy

Coverage amount:
\$1 million

Rate class:
Preferred Plus

Monthly premium:
\$204.00

Annual premium:
\$2,448.00



Background

Dariusz wanted to secure life insurance coverage to help ensure his wife and children would have financial security in the future. At 50 years old, he was in good health overall, exercised regularly and had no major medical concerns — except for a history of moderate sleep apnea.

While sleep apnea is common, he worried that insurers would consider it a high-risk condition, resulting in increased premiums or policy denials. His condition included an Apnea Index of 20-30, AHI of 30-50 and Oa saturation above 75%. Importantly, he had no cognitive impairment, no significant daytime sleepiness and was without other high-risk factors such as hypertension, obesity, COPD, diabetes, renal failure or cardiovascular disease.

Challenge

Life insurance underwriting often classifies sleep apnea as a risk factor for

Securing affordable term life insurance with sleep apnea

[Download case study](#)

Download and send to clients on the fence of coverage to help them visualize the need. Or show prospective clients what they may qualify for.

Frequently asked questions about impaired risk enhancements

Securing term life insurance for those with complex medical histories doesn't have to be complicated, but there are some frequent questions that arise. Here are answers to some of the most common impaired risk questions.

1. How do we serve impaired risks?

Every challenge needs a solution, so we put our experienced impaired risk underwriters — who average 21 years of experience — to work for these clients. We leverage advances in medicine and digital technologies to improve, transform and accelerate our risk selection process. That expertise leads to innovative, high-value solutions for impaired risk cases.

2. What are the key components of our enhancements to the impaired risk experience?

Based on feedback from our partners and their clients, we focused impaired risk enhancements on making underwriting faster, more flexible and more competitive.

3. What is our experience with impaired risks?

In 2024, we processed 33,356 rated cases thanks to an underwriting team that averages 21 years of impaired risk experience. We know how to leverage advances in medicine and digital technologies to improve, transform and accelerate our risk selection process.

4. Why are we updating the impaired risk experience?

Impaired risks are increasing. Case in point, the National Institutes of Health projects the prevalence of type 2 diabetes and type 1 diabetes will increase by 54% to more than 54.9 million Americans between 2015 and 2030. And diabetes isn't the only growing risk. From cancer to heart issues, we're seeing more people living with more conditions.

We believe these health challenges shouldn't be roadblocks to coverage. That's why we want to simplify the complexity and turn impaired risks into opportunities for our partners to help close the coverage gap.

5. How are we streamlining the application process?

Quick Quotes is a great tool to help set the stage for a fast, streamlined application process. To maximize it, we launched an email-based process, instituted a standard 48-hour turnaround time for all Quick Quotes and are introducing more improvements later this year. We also employ volume tracking to maintain high service levels.

6. How do we stand out in impaired risk underwriting?

Our clients see more value because of our unique process. We take a "Best in Business" approach for co-morbidities; that means we blend, rather than stack, ratings. For example, overweight diabetic applicants are evaluated holistically. We also offer more competitive pricing. In fact, our Table 4 may outperform competitors' Table 3, offering better value for impaired cases. Finally, qualified clients may be eligible for exam-free underwriting through our Lab Lift Substitution Program.

7. What can partners with impaired risk clients expect from our digital platform, Horizon?

The first upgrade our partners will notice is the application length; we've shortened it significantly, going from 60 pages to just 16. That means applications now require 25% fewer clicks. In addition, we enabled non-linear navigation, so advisors can skip to relevant sections, and we strategically grouped questions, enabling quick "No to All" selections.

Additionally, there will be no instant declines or postpones for cases \$2M+ and will always route to an underwriter. These changes all help partners and their clients move through the application faster and in a more intuitive way. Finally, we added a new search function that enables agents to quickly locate impairments instead of scrolling through lengthy lists.

8. Is there anything else we're doing for impaired risk cases?

Later this year, we will introduce a digital pre-application process that will include cover letters and informal applications for early risk assessment.

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