

# Guide to Managed Life

▶ For adviser use only.



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# Welcome to Managed Life by The Exeter

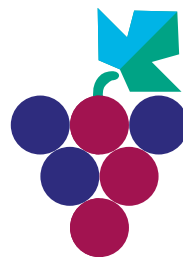
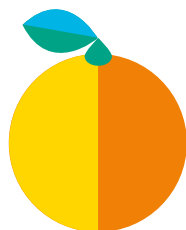
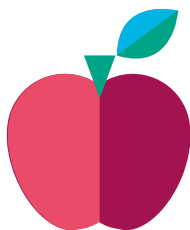
## **Life cover that gets better with your clients.**

We know how frustrating it can be for you and your clients when health conditions affect life cover applications, slowing it down or making it more expensive.

So we've created tailored cover for clients with type 2 diabetes or who are overweight.

With Managed Life, your clients provide evidence of their condition each year. If it improves, premiums may reduce. If it worsens, premiums may increase. Simple.

## **Protect tomorrow today.**



# About The Exeter

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At The Exeter, we share your passion for protection. We understand the importance protection plays in building strong financial portfolios for your clients.

We also appreciate the challenges you face in getting there; that people all have different needs and life circumstances.

With over 100 years' experience, we know how important it is to get not only our products right, but our service right too.

- ✔ **We simplify.** We know you need to believe in our products so we build and explain them in a simple, transparent way.
- ✔ We provide **membership benefits** that give your clients access to invaluable support and advice.
- ✔ We design cover to deliver – **success for us is a paid claim.** We publish our claims statistics; we think it's only right you know how we perform when it matters most.
- ✔ We're consistently recognised in the industry for our product and **service excellence**, winning numerous awards.



# Why life insurance?

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Life insurance can help your clients' families cope with the financial and emotional upheaval caused by death – no one wants to leave behind a legacy of debt or uncertainty.

Yet, too often families are left to pick up the pieces of an early or unexpected death, which can have a lasting impact past grief and distress.

## ► **Why Managed Life?**

Managed Life is designed to meet the needs of two growing sectors; clients with type 2 diabetes or a high BMI.

There are **3.2 million** type 2 diabetics in the UK, growing to 5m in 2025

Diabetes.org.uk, 2014

**64%** of UK adults are overweight or obese

BBC, 2014

Life insurance is the most popular of all protection products, yet if one of your clients has these conditions, it can be difficult to get them the cover they need.

That's where Managed Life comes in – life cover that gets better with your clients.

# Key product benefits

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Managed Life is bespoke life cover for people with one of two health conditions – type 2 diabetes or a high Body Mass Index (BMI).

Here's a summary of the key benefits you can expect when you recommend Managed Life by The Exeter:

## ▶ **Cover for a clear target market**

Managed Life is designed for your clients with type 2 diabetes or who are overweight, two groups that can struggle to find competitively priced life cover.

## ▶ **Life cover that improves with your clients**

Whereas most life insurance remains static, failing to reflect changes in health or lifestyle, Managed Life will reward clients that make positive changes to their health through reduced premiums.

Premiums can also increase, if their managed condition worsens – encouraging and rewarding positive management of their health.

## ▶ **Simple goals, tangible rewards**

We provide a simple goal – an improved HbA1c reading or a reduced weight. Before your client buys their policy, we will set their targets, explaining the percentage reduction or percentage increase we will apply to their premium at each policy anniversary depending on how they have managed their condition.

The straightforward anniversary process not only encourages clients to engage in their health and wellbeing, but also the importance of the life cover they've purchased.



▶ **Minimum and maximum premium ‘lock-in’**

Once your client’s premium falls or increases to an amount set before they buy their policy, the premium will be ‘locked in’ for the remainder of the policy term. See example 2 on [page 11](#) for how this works.

▶ **Terminal illness included as standard**

Managed Life will pay a lump sum benefit when the life covered dies, or is diagnosed with a terminal illness – where life expectancy is less than 12 months.

▶ **Temporary benefits**

Managed Life includes two temporary benefits, Accidental Death Benefit and Mortgage Free Cover Benefit, at no extra cost. These are available before cover starts.

▶ **Discount for linked policies**

Managed Life isn’t available as a joint policy, however we will apply a discount to two linked policies, reducing both premiums and the quote and application process.

▶ **Simple, online trust process**

Managed Life can be written under trust, either signature-free as part of the online application or via a paper form.

# Managed Life in practice

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Unlike most life insurance, Managed Life will reward clients that make positive changes to their health through reduced premiums.

**Here are the principles of the percentage reductions or increases we will apply at policy anniversaries:**

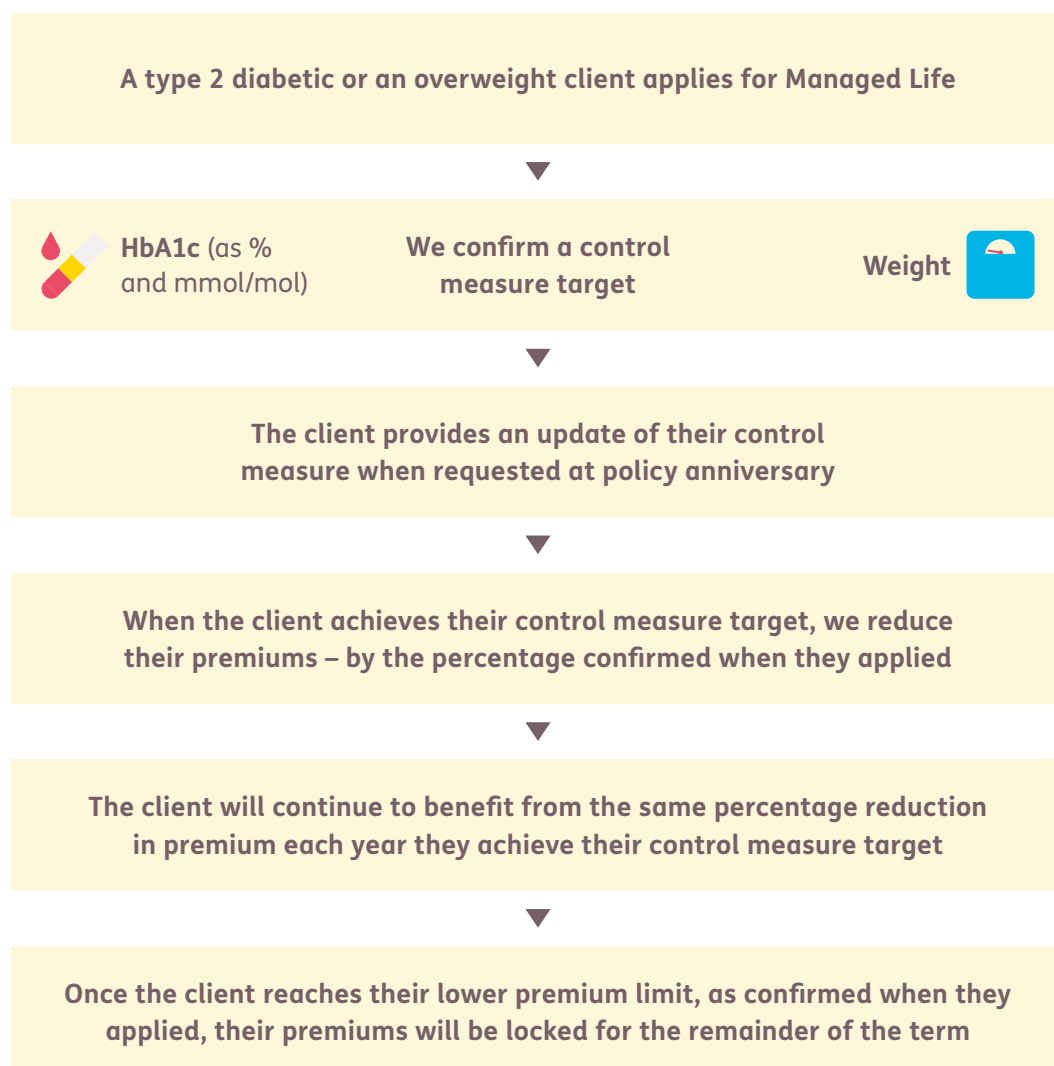
- ▶ Once we set a client their control measure targets – a lower target which will lead to reduced premiums at policy anniversary, and a higher target which will lead to increased premiums – we will not change these targets during their policy term
- ▶ Once a client's premium falls or increases to a certain amount, as set before they buy their policy, the premium will be 'locked in' for the remainder of the policy term
- ▶ The quickest way to reach a locked premium will be to reach the lower control measure target in the first policy anniversary and to stay below that target continuously. This could lead to premium reductions of up to 35% from the initial premium
- ▶ Improving or worsening health doesn't always lead to a change in premium. If a client's health is between their upper and lower target at policy anniversary, their premium will remain the same.





Managed Life is designed for clients who want to engage in, manage and improve their health.

**The diagram below shows how Managed Life is designed to work – delivering a simple route to reduced premiums.**



**We also set control measure targets which will lead to increased premiums. See example 3 on [page 12](#) for how this works.**

## Example 1

### Overweight client showing gradual improvement



Age **40**  
 Height **5' 9"**  
 Weight **21st 10lb**

**Non-smoker**  
**Not a type 2 diabetic**

The graph below shows how premiums can reduce if clients show improvements in their health.

This client's premium remains level for the first two policy anniversaries while their weight drops, but not quite far enough to reach their target.

They then receive a premium discount of 6.75% in anniversary years 3 and 4 for going below their positive target of 20st 6lb.

In year 5 their weight increases slightly, however their premium remains the same as the previous year as they have not gone above their negative target of 23st 3lb.



- Weight at each anniversary.
- ✓ Positive control measure target reached – discount applied to premium.
- ✗ Negative control measure target reached – increase applied to premium.

# Example 2

## Diabetic client reaching lower premium limit



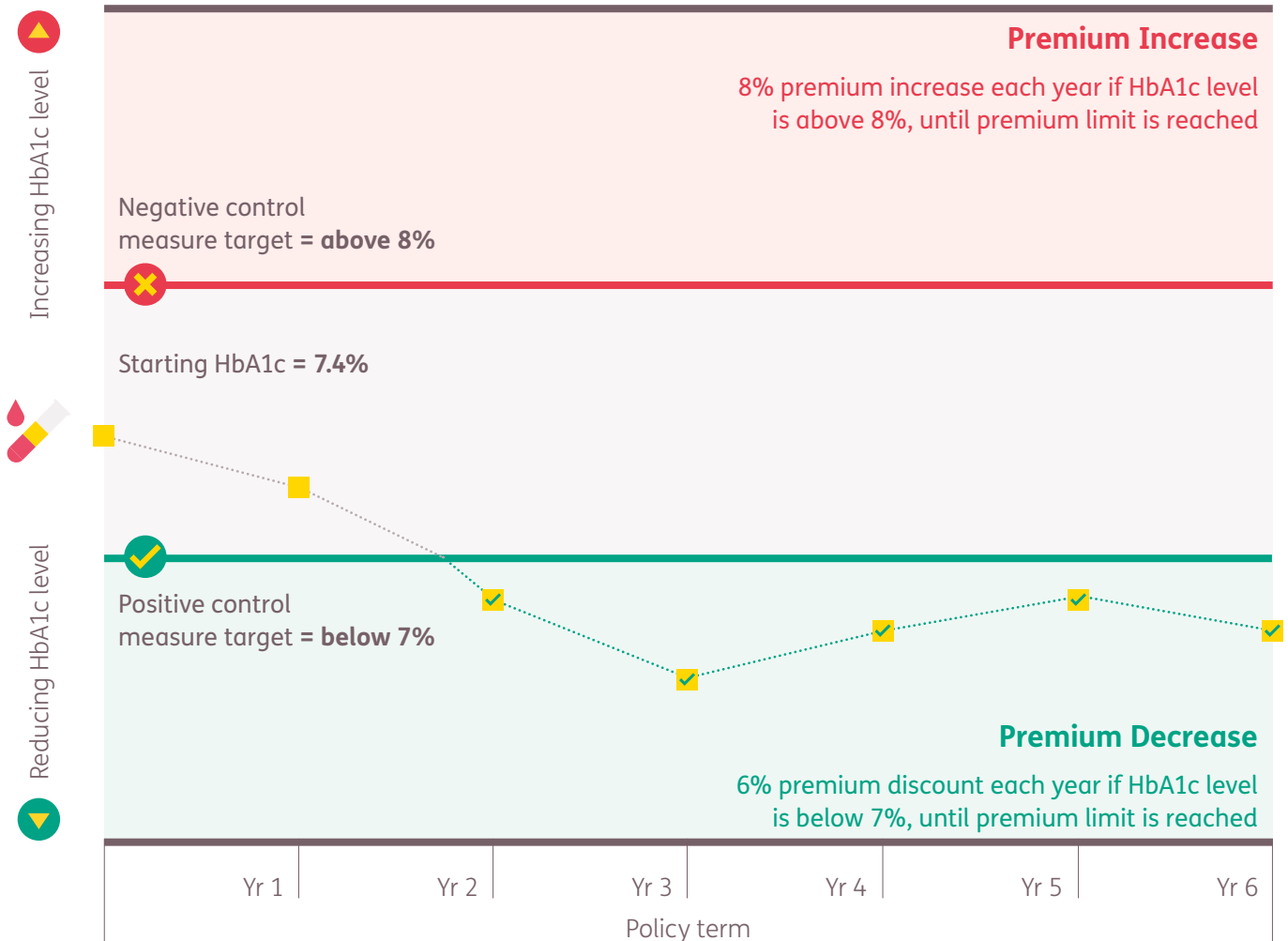
Age **60**  
 Height **5' 7"**  
 Weight **15st 1lb**

**Non-smoker**  
**Type 2 diabetic:**  
 - **HbA1c 7.4%**  
 - **Diagnosed over a year ago**  
 - **Controlled using insulin**

The graph below is an example of a diabetic client reaching their lower premium limit.

While their premium remains level at their first anniversary, they receive a discount in the next five years as their HbA1c level goes below their target each time.

For reaching their limit, this client's premium will be guaranteed for the remainder of the term – an overall reduction of over 25% of the initial premium.



- HbA1c level at each anniversary.
- ✓ Positive control measure target reached – discount applied to premium.
- ✗ Negative control measure target reached – increase applied to premium.

# Example 3

## Overweight client showing variable management



Age **50**  
 Height **6' 1"**  
 Weight **19st 7lb**

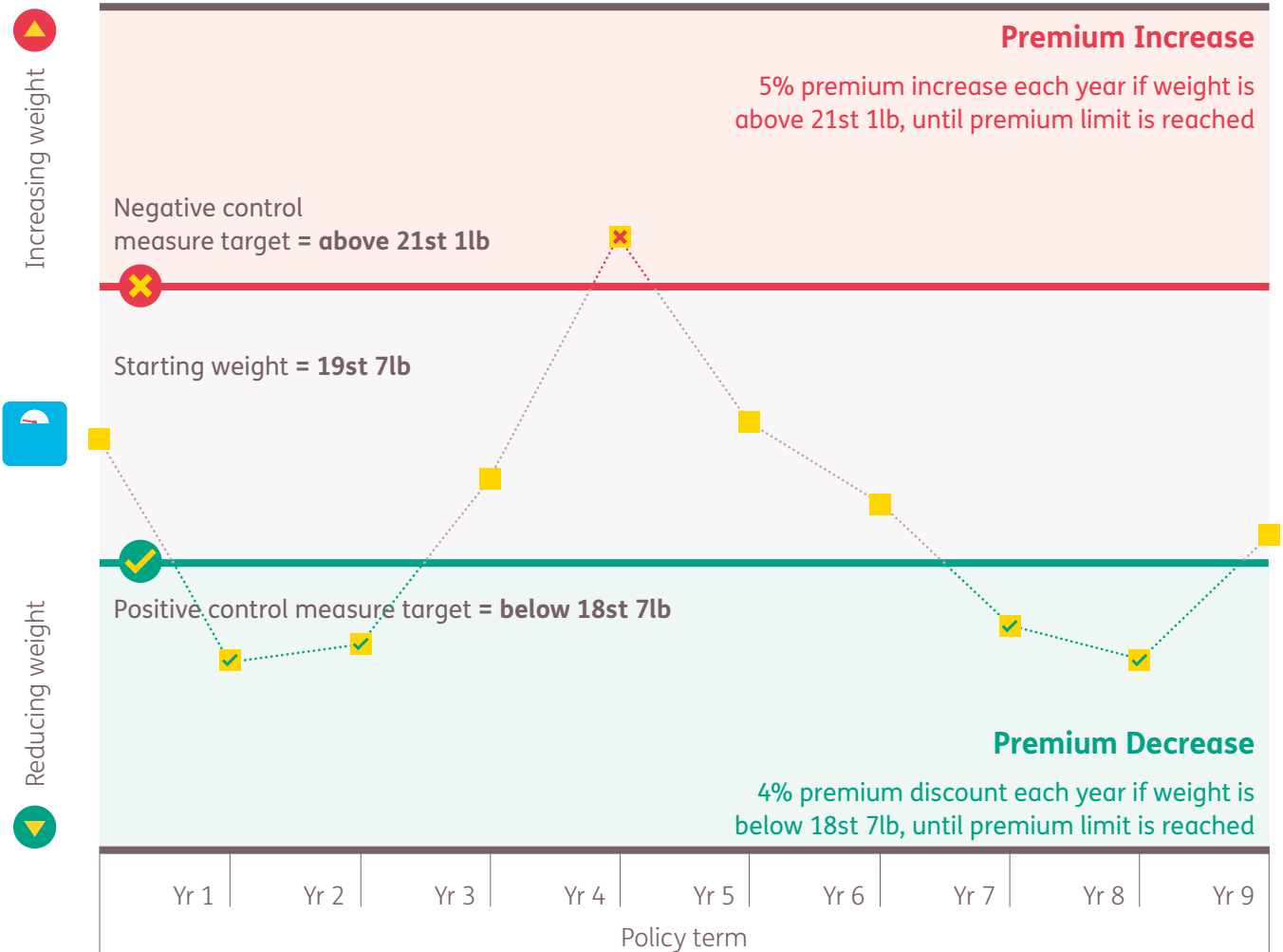
**Non-smoker**  
**Not a type 2 diabetic**

The graph below shows how premiums can change on variable management of a condition.

This client receives a premium discount of 4% in anniversary years 1 and 2 for going below their positive target of 18st 7lb.

They went above their negative target of 21st 1lb in year 4 and therefore received a premium increase of 5%.

Their premium remained at this level until they once again went below their positive target in years 7 and 8, receiving a premium discount of 4% each time.



- Weight at each anniversary.
- ✓ Positive control measure target reached – discount applied to premium.
- ✗ Negative control measure target reached – increase applied to premium.

# Underwriting

Managed Life provides cover specifically for clients with type 2 diabetes and a high BMI, so it's especially important for you to understand the likely underwriting outcomes for these customers.

## ► Type 2 diabetes

What your client needs to know to apply for Managed Life:

- When they were diagnosed
- How they manage their condition, through diet, insulin, or other medication
- Their latest HbA1c level
- Any complications related to their diabetes.

### Type 2 diabetes loading tables

Age at application	HbA1c level (%)	<1 year since diagnosis	≥1 year since diagnosis
<b>18 to 39</b>	≤7	+125% to +175%	+100% to +175%
	7.1 - 9	+150% to +200%	+150% to +275%
	9.1 - 10	+150% to +225%	+225% to +325%
	>10	+175% to +225%	Decline
<b>40 to 59</b>	≤7	+50% to +75%	+25% to +100%
	7.1 - 9	+75% to +125%	+75% to +200%
	9.1 - 10	+100% to +125%	+150 to +225%
	>10	+125%	Decline
<b>60 and over</b>	≤7	+50%	+25% to +75%
	7.1 - 9	+75% to +100%	+75% to +175%
	9.1 - 10	+100%	+125% to +175%
	>10	+125%	Decline

This table is intended as a guide only and is subject to change. The following additional information can affect our underwriting decision:

- Smoking
- Raised blood pressure or cholesterol
- Diabetic complications such as eye disease, kidney problems or nerve disease
- The type of treatment required to control the diabetes
- BMI
- Heart disease or stroke.

## ► High BMI

To apply, your client just needs to know their height and weight.

To calculate your client's BMI, divide their weight in kilograms (kg) by their height in metres (m), then divide the answer by their height again.

### BMI loading tables

BMI	Age 18-39	Age 40-49	Age 50-59	Age 60+
≤16	Decline	Decline	Decline	Decline
17	Refer	Refer	Refer	Refer
18 to 30	AOR	AOR	AOR	AOR
31	25%	AOR	AOR	AOR
32	25%	25%	AOR	AOR
33	25%	25%	25%	AOR
34	25%	25%	25%	25%
35	50%	25%	25%	25%
36	50%	50%	25%	25%
37	50%	50%	50%	25%
38	75%	50%	50%	25%
39	75%	75%	50%	50%
40	100%	75%	75%	75%
41	125%	100%	75%	75%
42	150%	125%	100%	75%
43	175%	150%	125%	100%
44	200%	175%	150%	125%
45	250%	225%	200%	150%
46	300%	275%	250%	200%
47	350%	325%	300%	250%
48	Decline	Decline	Decline	300%
49+	Decline	Decline	Decline	Decline

These loading tables are subject to change and assume no other risk factors are present.  
AOR = Accept Ordinary Rates

# Quote and apply

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## ▶ Award-winning online service

Our fast, effective online submissions use dynamic questioning to provide immediate decisions to more of your clients, along with the following great benefits:

- ▶ A quick, partially-underwritten quote process based on your clients' height and weight and whether they have type 2 diabetes
- ▶ A delegated underwriting feature, enabling you to delegate application questions to your clients to complete. This is particularly beneficial for sensitive cases
- ▶ Efficient application tracking and self-serve functionality, with permission setting across advisers, para-planners and administrators
- ▶ A simple, signature-free process for placing policies in trust.



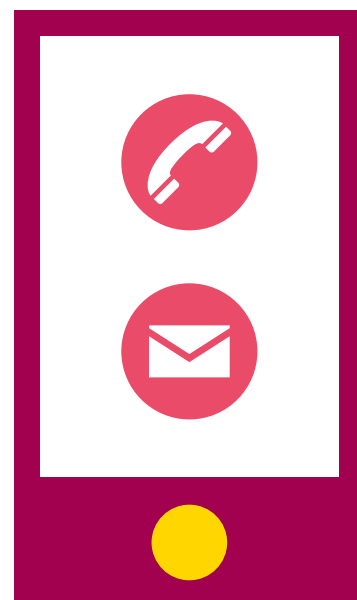
## ▶ Quote portals

Quotes are also available through IRESS.

## ▶ Have a question?

If you have any questions about an application, our underwriters are here to help.

It may be that your client has a specific medical condition or family history, or a high risk occupation or hobby; either way you can speak to an underwriter directly by calling **0300 123 3203** or emailing [underwriting@the-exeter.com](mailto:underwriting@the-exeter.com).



# Managed Life in detail

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## ▶ Who can buy Managed Life?

Managed Life is available to customers resident in the UK for the last three years, aged 18 to 80 inclusive.

## ▶ How long does the cover last?

The term of the policy can be any number of years between 5 and 50, although the policy must end before your client reaches their 90th birthday.

## ▶ What are the limits on cover?

The minimum amount of benefit is £20,000 and the maximum is £3,000,000.

## ▶ What types of cover are available?

There are two types of benefit available – level or decreasing.

With a level benefit, the chosen benefit will remain the same through the term of the policy.

With a decreasing benefit, the chosen benefit will reduce each month in the same way as the outstanding amount on a repayment mortgage with an interest rate of 8% per year.

## ▶ How much does it cost?

The minimum monthly premium is £15.

## ▶ What else is included on Managed Life?

Managed Life includes Terminal Illness benefits as standard.

Managed Life also includes two temporary benefits at no extra cost.

Available before cover starts:

- Accidental Death Benefit
- Mortgage Free Cover Benefit

**For more information, see our Key Facts and Policy Document.**



# Membership benefits

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We provide your clients with services that add value to the core cover of their Managed Life policies.

Our range of membership benefits complement our products and provide your clients with useful services at no extra cost.

Please note that these don't form part of the terms of our policies, so they may be varied or withdrawn without notice.

## ► **Additional benefits – Exeter Assist**

Exeter Assist is a confidential support service helping your clients through many of life's issues or problems.

With Exeter Assist, provided by our partners Health Assured, your clients can speak to qualified counsellors over the phone in confidence 24 hours a day, 365 days a year on a range of issues:

- Family issues
- Lifestyle Addictions
- Gambling
- Financial
- Relationships
- Domestic Abuse
- Insurance Claims
- Debt
- Legal

- Stress
- Childcare
- Work
- Housing
- Consumer Issues

### **Online portal**

With Exeter Assist your clients also have access to Health Assured's online portal, providing health and fitness advice as well as emotional and medical support tools.

- Emotional support
- Personal coaching
- Health checks
- Medical factsheets
- Fitness advice
- BMI assessment

## ▶ **Additional benefits – GP Helpline & Private prescription service**

As a customer of The Exeter, your clients will also have access to a number of important membership benefits to make their life easier when it comes to accessing primary care.

For some people getting an appointment to see their GP, or simply accessing expert health advice, can be a frustrating and lengthy process:

**5.8 million** patients visit A&E because they cannot get a GP appointment

**Over 30,000 calls** were made to the NHS 111 service in England **each day** in June 2015

**59 million** patients wait 1 week or more for an appointment

**40%** of patients are unhappy waiting 10 minutes on the phone to book an appointment

Our current membership benefits, provided by Medical Solutions – an expert in their field, are designed to offer more convenient contact with healthcare professionals and more convenient access to prescription drugs.

These benefits are there for convenience but it's important to note that they are advisory only and cannot be used as evidence for any claim, they may also be reviewed and changed during any policy's life.

## ▶ **GP Helpline**

Gives free, unlimited access to a large team of practising GPs. Consultations can take place over the phone or virtually – via webcam.

## ▶ **Private prescription service**

During a GP Helpline consultation, the doctor may offer your client a private prescription.

This service provides a simple way of getting private prescription medication delivered to your client's home or office without the hassle of waiting for an appointment or taking time off work.

# Further information

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## ▶ Contacting us

### Members

General enquiries

**0300 123 3201**

Claims

**0300 123 3200**

[member@the-exeter.com](mailto:member@the-exeter.com)

### Financial Advisers

All enquiries

**0300 123 3203**

[adviser@the-exeter.com](mailto:adviser@the-exeter.com)

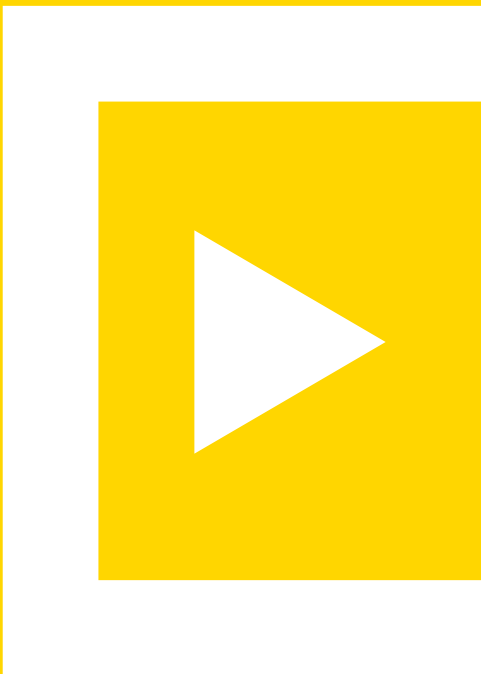
## ▶ Opening times

Monday to Friday 8am – 6pm

## ▶ Visit our website

[www.the-exeter.com](http://www.the-exeter.com)





## Contact us

The Exeter, Lakeside House, Emperor Way, Exeter, EX1 3FD

### Members

General enquiries: 0300 123 3201

Claims: 0300 123 3200

[member@the-exeter.com](mailto:member@the-exeter.com)

### Financial Advisers

All enquiries: 0300 123 3203

[adviser@the-exeter.com](mailto:adviser@the-exeter.com)

[www.the-exeter.com](http://www.the-exeter.com)

Calls may be recorded and monitored.

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