



Minimize risks and make insightful decisions  
at every step of the policy lifecycle.

Life Insurance Solutions from LexisNexis®



Risk Solutions  
Insurance

**In the last decade, one thing has become clear for life insurance providers and customers alike: Technology is changing the game.**

In 2011, only 46% of life insurance customers purchased policies through face-to-face interaction\*. The days of traditional meetings over the kitchen table or in an agent’s office are numbered. People submit applications online, even on the go via mobile devices. To stay competitive, carriers need tools to help them respond quickly and efficiently, often in real time.

The experience has also become important. Customers want relevant communication, speedy feedback and timely answers. With lofty expectations to meet, carriers are looking for viable ways to effectively and proactively communicate with their existing customers and attract the right prospects, all while making informed decisions about risk.

Fortunately, carriers now have the opportunity to minimize risks and make more thoughtful business decisions at every step of the policy lifecycle. Like never before, they have available to them cutting-edge analytics, data development, automated decision-making and predictive modeling solutions that can be applied throughout the life insurance continuum.

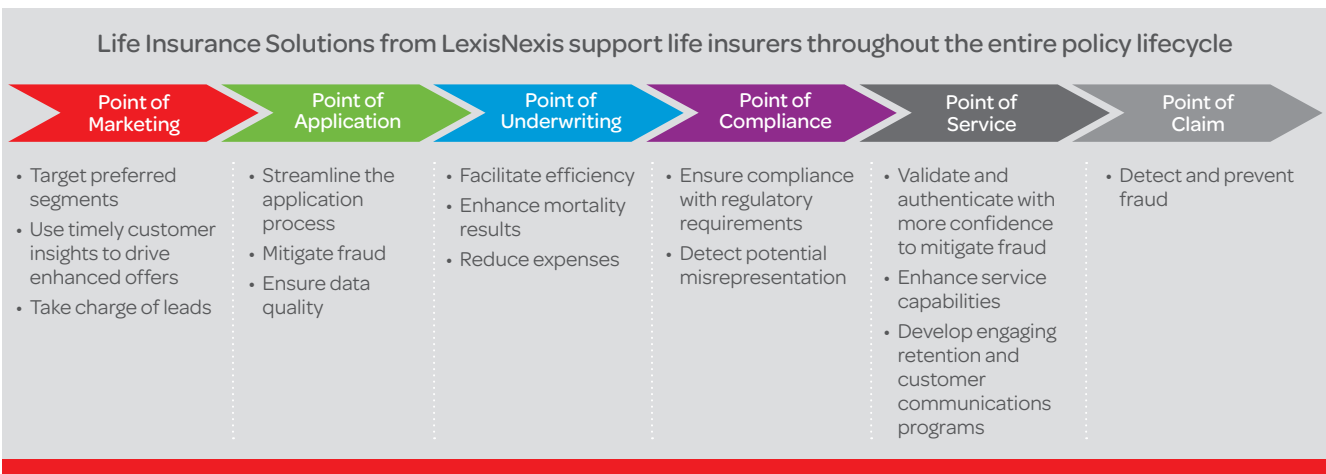
\*2011, LIMRA Study, Life Insurance Purchasing Habits

**Grow your customer base**

**Point of marketing**

Create campaigns that promote cross-selling and improve your retention capability with sophisticated campaign delivery and unique performance visibility. LexisNexis has the penetration and focus within the insurance industry combined with extensive data expertise that allows us to deliver superior results.

- **Segmentation solutions.** There are many variables to attracting the right customers. It’s important to target the right individual with the right offer at the right time—a matter of art and science that we can help you do well. This includes the ability to segment prospects or current customer blocks based on the life stages and life events that you find most desirable. With our predictive models, you can derive insights to help you reach more likely buyers that are the right risks.
- **Marketing program optimization.** Optimize your marketing programs with integrated mail, email and telemarketing campaigns. Integrated marketing campaign execution, accompanied by sophisticated campaign tracking and analysis, puts control in your hands.





- **Response and lead management.** Managing an efficient campaign hinges on managing prospects well. Our actionable intelligence and just-in-time reporting help you manage lead flow and quality including real-time lead prioritization and distribution. You also get ongoing agent follow-up and metric-driven management reporting.
- **Channel integration.** Measure your channel effectiveness and program results while preventing duplication of effort and reducing end-prospect confusion caused by multiple offers.

## Develop comprehensive customer profiles

### Point of application

Streamline the life insurance application process.

- **Identity risk management.** When identity theft is an issue, especially in faceless transactions, online, or through a call center, identity fraud is an important concern. Verify and authenticate an individual's identity seamlessly with our solutions.
  - Identity verification. Errors in data entry are sometimes mistaken for fraudulent data. LexisNexis® InstantID® combines verification, validation and risk detection processes to:

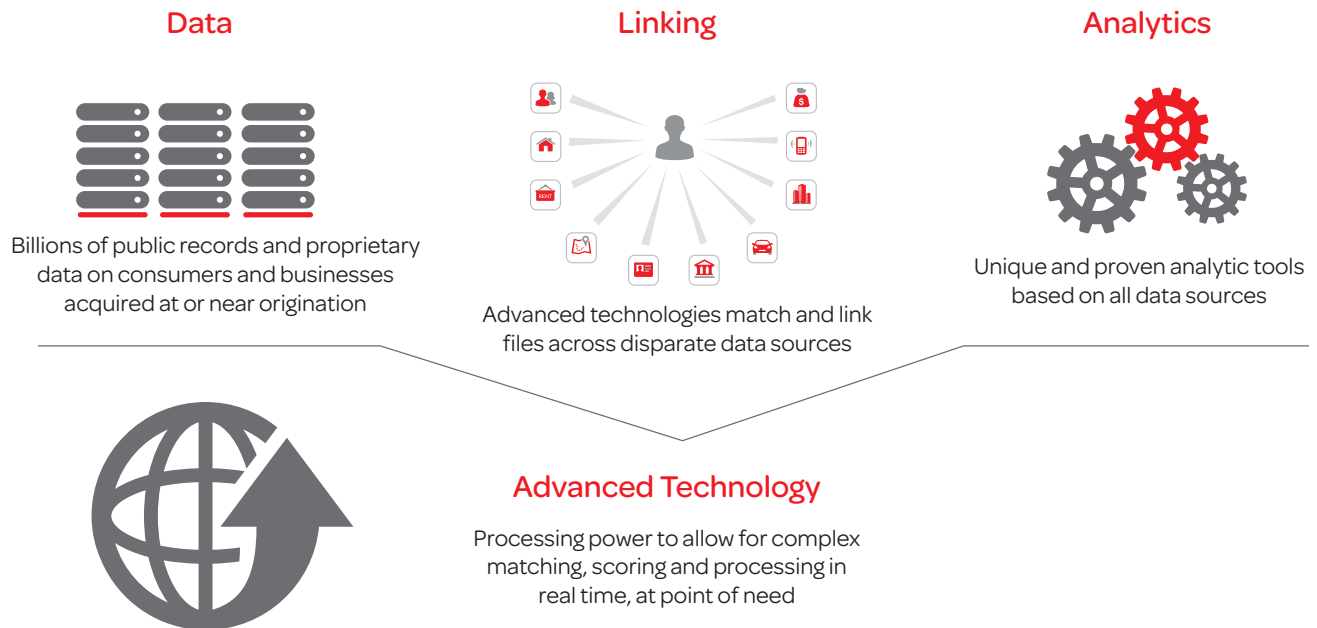
- instantly verify consumer and business identities
- spot potential fraud or identity theft
- automatically flag discrepancies found in an applicant's data
- **Knowledge-based authentication.** Authenticate an individual's identity - before providing access privileges or completing a transaction - through a remote, real-time interactive verification quiz.

- **Prefilled data.** Improve your customer's experience while reducing errors, improving good order rates and supporting straight-through processing. You can expedite and automate the application entry process with quality data from LexisNexis® Life Data Prefill.
- **Data enhancement.** Improve your hit ratio when requesting reports such as prescription history, driving history and inspection-related searches with our enhanced data records.

Using our data append products, we:

- find and attach an individual's Social Security Number (SSN), driver's license numbers and states of issue
- provide address history—even email addresses—and list other residents of the household

## Better underwriting comes through better decisions



Streamline your underwriting process while incorporating powerful data and analytics from LexisNexis.

## Make stronger business decisions

### Point of underwriting

One of the most critical stages in the policy lifecycle is the point of underwriting. It's the moment when you need the clearest picture of the proposed insured. Make intelligent connections between disparate data sources and crystallize that picture while streamlining the underwriting process with our underwriting solutions so you can:

- quickly assess and evaluate underwriting risk
- improve processing time
- optimize precious underwriting resources
- reduce expenses
- gain greater insight
- **Driving history.** Understanding a proposed insured's driving history is a critical part of the underwriting process. Part of the challenge can be finding a cost-effective way to secure driving history data. Built with our own internal data assets, you can leverage our

motor vehicle records (MVR) services in all 50 states and the District of Columbia, with additional services for several Canadian provinces and Puerto Rico. Understanding the impact of the violations is easy without having to refer to each state's unique code definitions. Simply access our standard list of violation codes that apply to all states.

- **Inspection information.** Public records information can extend your underwriting viewpoint, especially for hard-to-reach population segments with little or no credit history.

With LexisNexis® Life Electronic Inspection Report, you gain:

- instant access to information needed to evaluate risks presented by proposed insureds
- a more holistic view of a proposed insured's public records footprint, providing information such as criminal records history, properties owned, bankruptcies, and professional licenses



- **Financial underwriting solutions.** Gain income and financial insight on individuals and businesses.

**Tax transcripts**

Secure independent confirmation of an individual's or business's assets and debts, as well as income verification via tax transcripts and W-2s, often in less than 48 hours using LexisNexis® IRS Verify.

**Credit history**

You can get credit information from all three major credit bureaus supplied in a single format with LexisNexis® National Credit File which:

- includes a summary credit report, with a bankruptcy indicator that is not offered in a traditional credit report
- provides automatic switching that enables a carrier's transaction to automatically switch to a second bureau if the first is unavailable
- delivers a customized credit report that provides a comprehensive view of credit history

- **Predictive models for underwriting.** Streamline the underwriting process, issue policies faster and reduce underwriting costs for your business. Our models can triage applications to expedite the process and determine appropriate requirements; drive better, more accurate decisions for simplified issue business; and even effectively classify risk for fully underwritten business with results that correlate to mortality objectives.

**Our models can:**

- help you drive decisions on an express or simplified basis
- help you classify risk more effectively
- incorporate predictive data attributes such as driving history, credit and financial history, criminal background and other non-medical data to provide a score in real time that's highly predictive of mortality risk

- be used as a proxy for or combined with other traditional underwriting requirements
- easily incorporate additional attributes, such as prescription history, paramedical and lab information

**LexisNexis® Life Electronic Inspection Report**

The diagram features a central white silhouette of a person in a suit and tie. Eight white lines radiate from this central figure to eight white square icons arranged in two rows of four. Each icon is labeled with a category name below it. The top row includes: a family icon for 'Lifestyle & Behavior', a gavel icon for 'Liens & Judgments', handcuffs for 'Criminal History', and a classical building for 'Bankruptcies'. The bottom row includes: a house icon for 'Property Ownership', a person with a list icon for 'Professional Licenses', a binder icon for 'Public Records', and an airplane for 'FAA Certifications'.

This product provides life insurance underwriters with a summary report that gives them “at-a-glance” access to public records information that can help evaluate risks and independently confirm information presented by life insurance applicants (provided in compliance with the Fair Credit Reporting Act - FCRA).

## Ensure better compliance and mitigate fraud

### Point of compliance

Fraud prevention and regulatory compliance can consume significant resources for carriers. You need a straightforward solution that can deliver solid insight and streamline processes. Our solutions help facilitate compliance with state and federal regulations and assist with fraud detection. LexisNexis® Accurint® for Insurance is an industry standard often used by claim, post-issue and special investigation units. With Accurint for Insurance you gain access to millions of public records to help you:

- confirm identities
  - verify information
  - explore connections between data points
  - detect potential signs of fraud
- **Monitoring services.** Detect potential material misrepresentation during the contestable period and beyond with LexisNexis® PolicyWatch which helps you:
    - review your book of business on a weekly, monthly or quarterly basis
    - search contributed data and public records, such as felony convictions or a new pilot’s license, which may have been contemplated prior to, but occurred after, policy issue
  - **Due diligence.** Streamline compliance processes across your organization with LexisNexis® Bridger Insight™ XG, a single-source solution that performs a variety of USA PATRIOT Act and OFAC searches and provides consolidated result records.

The solution:

- helps you know your customer better with its easy-to-use search capabilities and detailed audit trails that decrease compliance risk
- can optimize your IT spend in deploying and maintaining the software required to resolve potential matches

### Point of service

Retain more business by improving service levels and the overall customer experience. This opportunity becomes reality when you stay on top of changes that occur with clients after the policy has been issued.

### Ease of doing business, with confidence

Authenticate both online and phone customers. Using LexisNexis® Instant Authenticate, you can give your customers tools to manage beneficiary changes online and empower your service representatives to process policy loan requests by phone or online.

### Customer support to help you uncover opportunities

Information is key. Identify address changes to more effectively manage returned mail expenses; discover customers’ life events to potentially create new business or service improvement opportunities; and identify those clients with an upcoming policy anniversary who may be at risk of lapsing.

### Unclaimed property searches

Identify deceased insureds or account holders and locate potential beneficiaries more quickly and efficiently with our master identity repository that contains death records from multiple sources. We link and analyze our billions of records to instantly identify and connect relevant information. Even if you are missing Social Security Numbers or have outdated address information, we can enhance and update information in order to provide you with better results.

### Point of claim

The challenge for every carrier: How do you simultaneously investigate a claim to ensure it is valid, while treating the claimants with respect, then process and pay the claim quickly? You can resolve claims quicker and more efficiently with the immediate information we can provide.

- **Fraud detection tools.** Reduce your financial losses related to fraud when you investigate claims using Accurint for Insurance to detect the potential signs of fraud.

## Proven solutions at every step

Come be a part of our comprehensive policy information exchange that collects life insurance data throughout the policy lifecycle: application, policy issue, post-issue activity, and claims. With LexisNexis® Current Carrier Life, you can verify the existence of current or prior insurance coverage, access policy face amounts, find lapse information and much more. Contributing insurers can electronically validate key pieces of underwriting information with respect to the proposed insured, the policy, the owner, beneficiary and agent. Contributors will also be able to take advantage of LexisNexis PolicyWatch, which provides alerts and monitors changes that occur after policy issue.

We have been delivering this trusted staple to the auto and property insurance industries for decades and have created the same robust exchange within the life industry.

## Privacy, security and compliance

Mitigating risk for you and protecting your interests while delivering best-in-class solutions is our priority. We work to ensure that your business and your data are safe, secure, and protected with safeguards designed to prevent improper access and use.

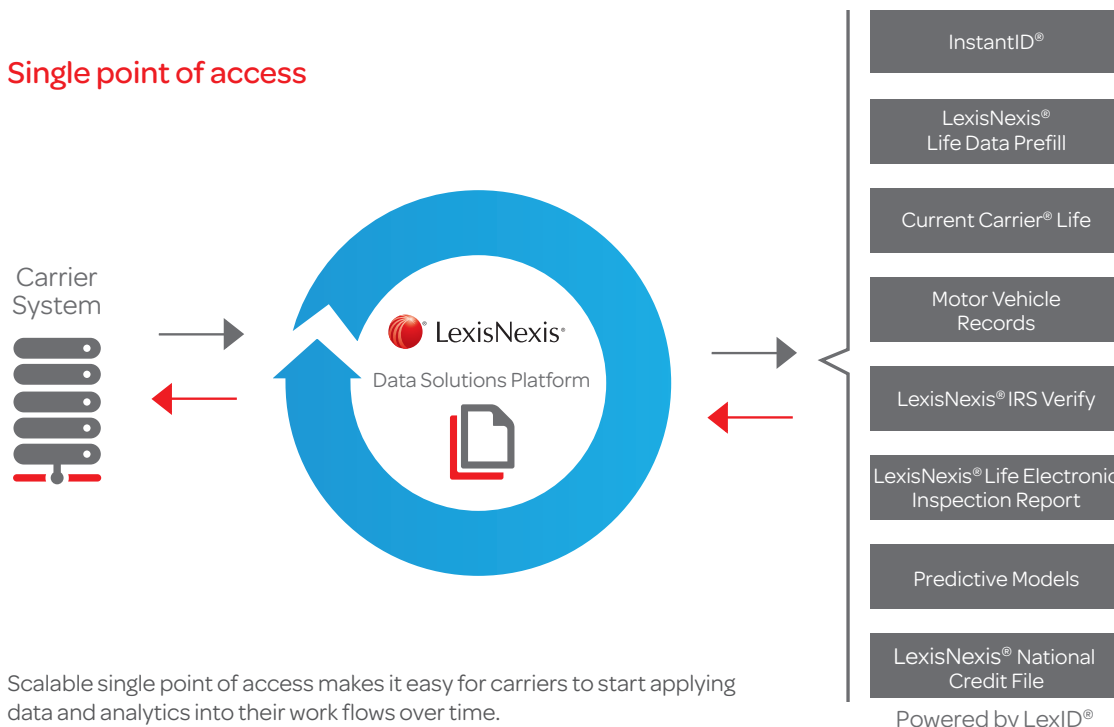
As a trusted steward of the industry's data, LexisNexis consistently promotes and requires strict adherence to best practices of compliance and data security. We place a strong, competitive focus on privacy, security, and compliance. And we integrate each of these components into our business model.

Our risk management programs are designed to ultimately provide you with peace of mind so you can focus on driving results for your business.

## Getting started with us is easy

We make it simple for you to integrate our solutions into your work flow using our single point of entry, system to-system product ordering. Enjoy the efficiency and simplicity of this unique integration approach that allows carriers to scale solutions according to your needs over time.

### Single point of access



Scalable single point of access makes it easy for carriers to start applying data and analytics into their work flows over time.



## For more information

Call 800.458.9197 or email  
[life.solutions@lexisnexis.com](mailto:life.solutions@lexisnexis.com)

### About LexisNexis® Risk Solutions

LexisNexis Risk Solutions ([www.lexisnexis.com/risk](http://www.lexisnexis.com/risk)) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, we provide products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading publisher and information provider that serves customers in more than 100 countries with more than 30,000 employees worldwide.

Our insurance solutions assist insurers with automating and improving the performance of critical workflow processes to reduce expenses, improve service and position customers for growth.



The Bridger Insight XG, InstantID and Accurant services are not provided by "consumer reporting agencies," as that term is defined in the Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) ("FCRA") and do not constitute "consumer reports," as that term is defined in the FCRA. Accordingly, Bridger Insight XG, InstantID or Accurant service may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another purpose in connection with which a consumer report may be used under the FCRA. Current Carrier Life, PolicyWatch, Motor Vehicle Records, National Credit File or Attract Life Persistency Model are consumer reporting agency products provided by LexisNexis Risk Solutions Inc. and may only be accessed in compliance with the Fair Credit Reporting Act, 15 U.S.C. 1681, et seq. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified. LexisNexis and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. Accurant and InstantID are registered trademarks of LexisNexis Risk Data Management Inc. Bridger Insight is a trademark of LexisNexis Risk Solutions Inc. Other products and services may be trademarks or registered trademarks of their respective companies. Copyright © 2015 LexisNexis. All rights reserved. NXR01601-2 0515