

**MorganAsh**  
**Intelligent Information**

**Association of Friendly  
Societies**

Authorised and regulated by the UK Financial Services Authority

# Who are MorganAsh?

- European new business specialist
  - Tele-Interviewing for over 4 years
  - Completed > 60,000 interviews
- Aim: To provide good quick information to overcome the problems of the industry

# MorganAsh Services ?

- Services include:
  - Tele-Interviewing, Tele-Underwriting
    - Life, CI, IP
    - Individual, group, (annuities, long term care)
    - Quality audits
    - Tele-Claims
  - Medical information collection (3d risk)
  - Underwriting (3d risk)
  - New Business systems (AURA)
- Coverage:
  - UK, Ireland
  - Germany, Switzerland

# What is Tele-Interviewing?

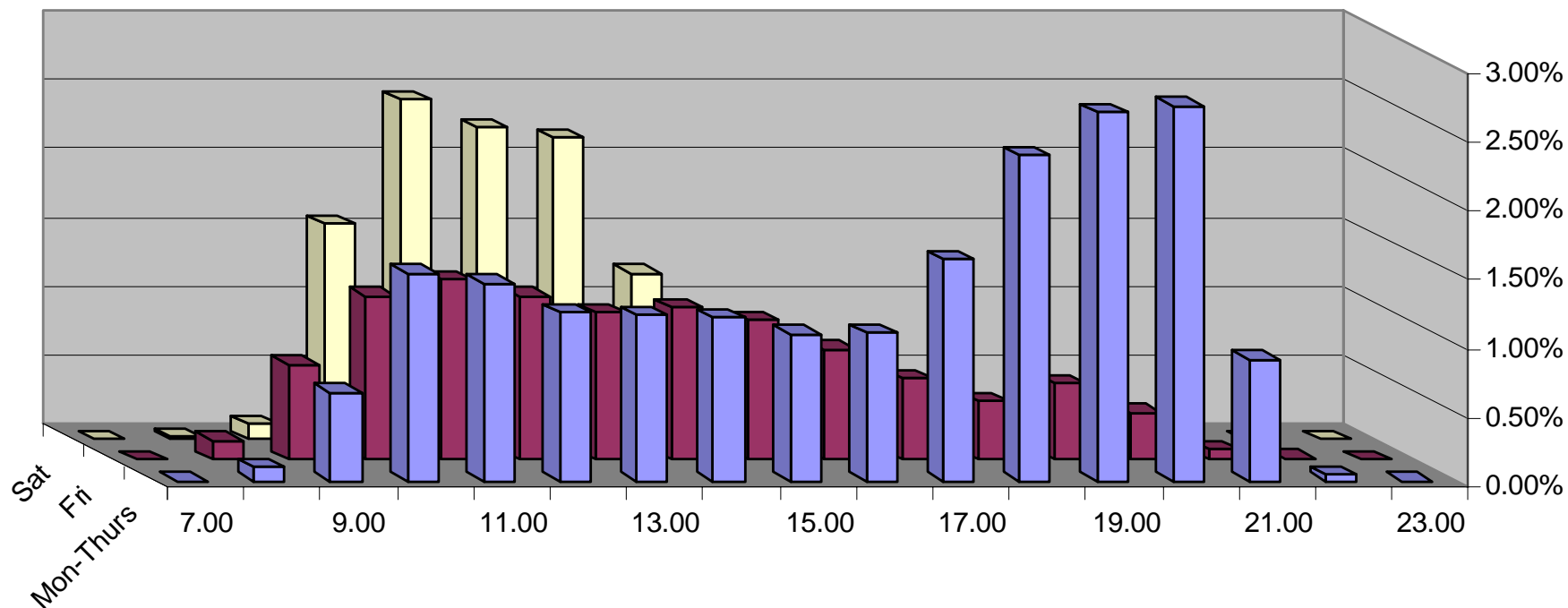
- An interview over the phone to collect medical and risk related information for applicants
- Covers all medical questions and sports, occupations etc.



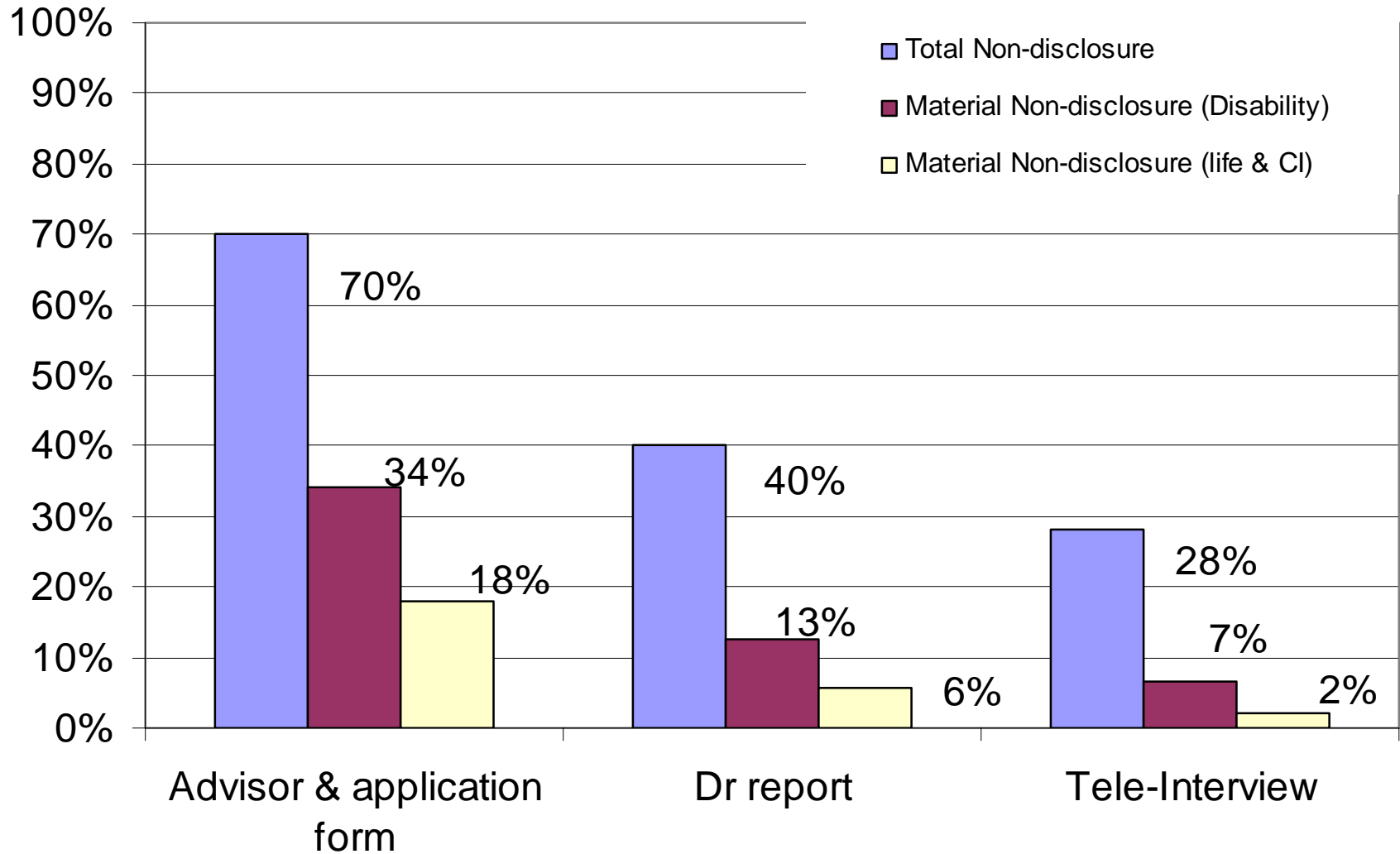
# 2 types of Tele-Interviewing

- "BIG T" – No medical questions on the application form, interview all cases
- "little t" – traditional application form – interview a supplementary process just replaces the doctor's report

# Times of interviews



# Missing information by source of data

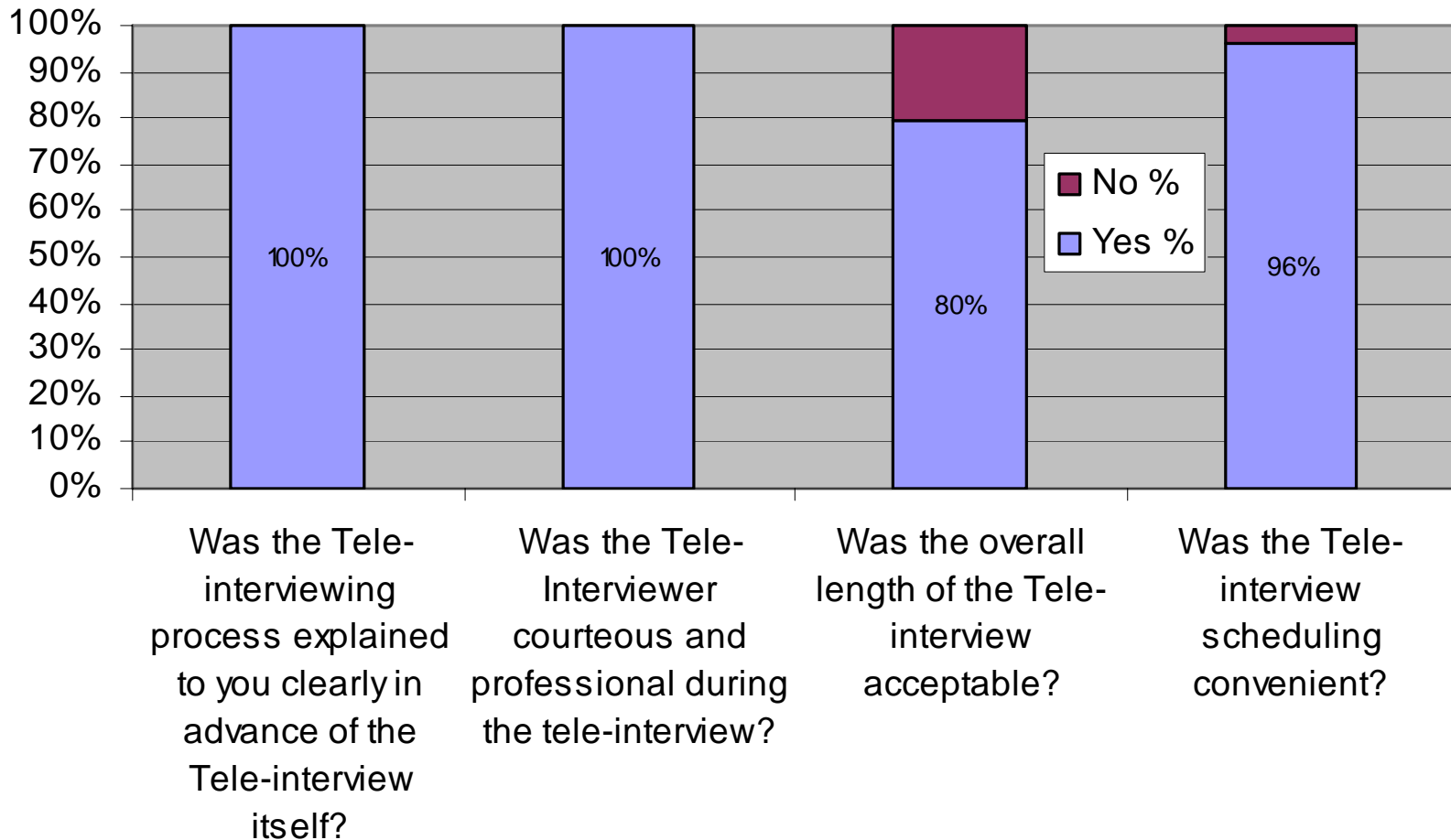


# Claims

- MA - ZERO contested claims to-date
  - ~60,000 cases
  - 4 years (although most within 2 year)
  - Majority IP
- Unlike in-house services with CSR
- Reinsurers making reduction in rates for MorganAsh Tel-Interviewing
  - 3%
  - Saving due to reduction in 1% NDL worth £10/app

# Customer service

## CUSTOMER SURVEY



# GPR reduction

- Tele-interviews alone cover  
70-90%
- Tele-interviews identify info required for other  
10-30%
- Varies with product, age profile

# Quality of reports sent to applicants

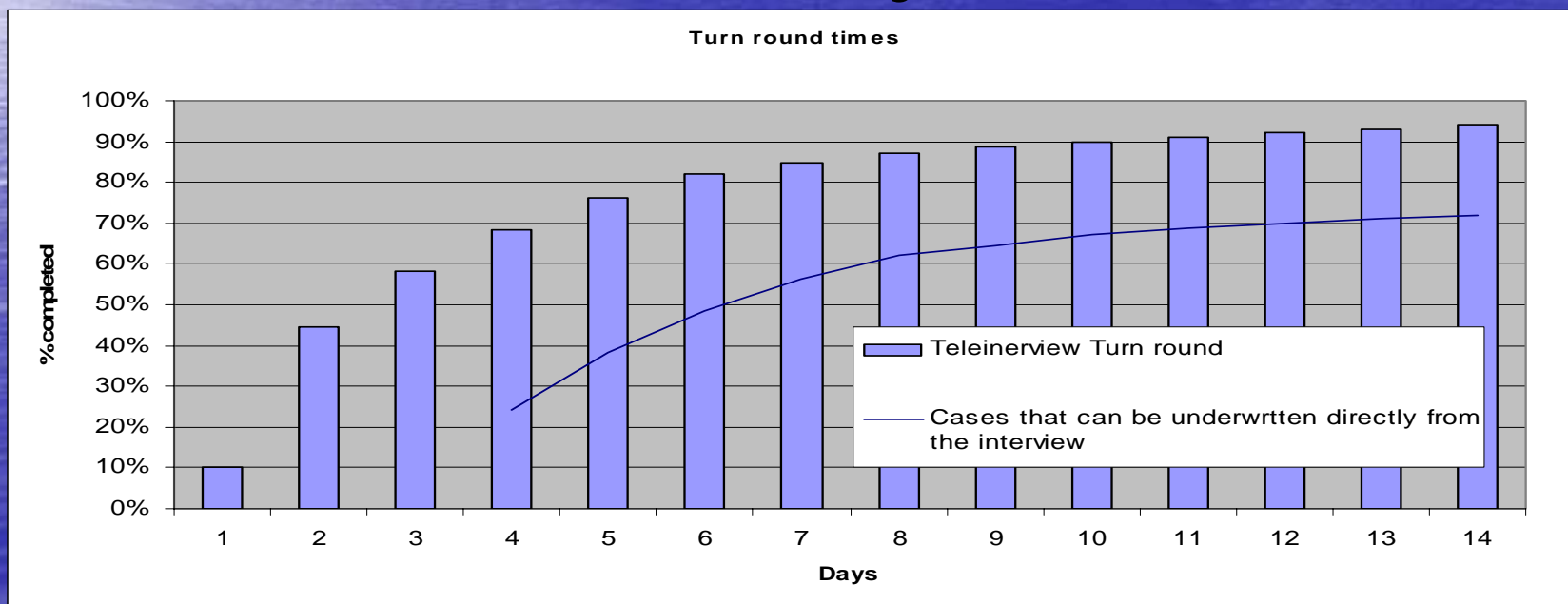
- % material changes required on interview reports returned by applicants
  - On-line systems
    - Bright Grey 20-30%
  - Tele-Interview
    - LV= in-house CSA 5%
    - Royal Liver 2%
    - MorganAsh < 1%
- Implications
  - Saves 2<sup>nd</sup> process to check all & re-underwrite
  - Good customer service
  - Potential claims liability for those who did not check their report

# Technology solution

- Best in class
- AURA underwriting engine from RGA Technology Partners (RTP)
  - Unparalleled preferred relationship with RTP for the use, hosting and development of AURA
- Purpose built case management systems
- Voice over IP telephony and recording systems
- Business Object management information reporting suite
- All backed up, secure and resilient

# Turn-round times

- 90% within 10 days
- Mean < 5 days
- 70% on cover in 10 days

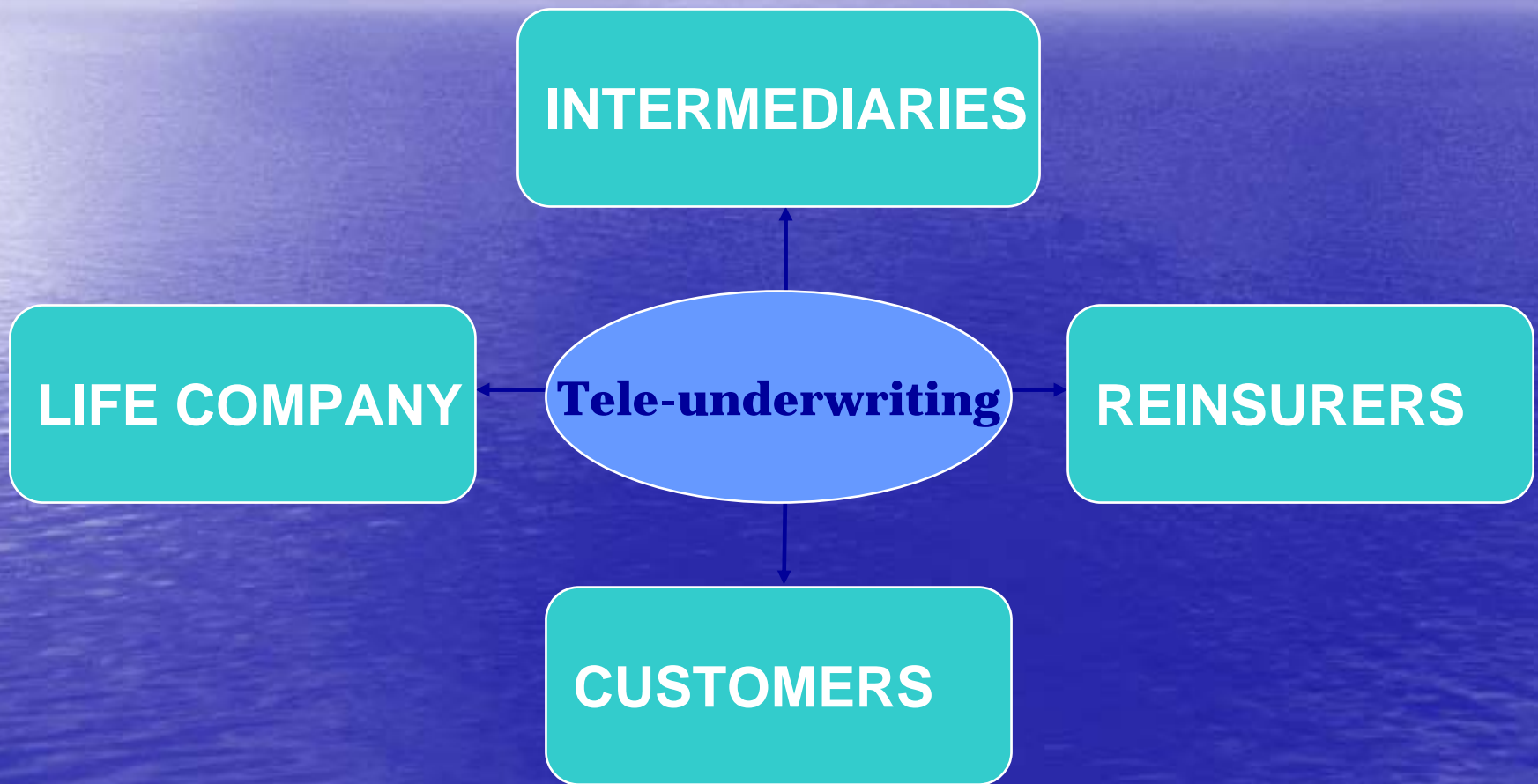


# Triaging Tele-interviews

Select interviews due to:

- Risk profile - fit the cost to the risk/benefit
  - Product
  - Age, sum assured
  - Occupation
  - Distribution channel
  - What is 1% NDL worth?
- Service - customer journey
  - Speed
  - Professionalism of interviewer
  - Brand / service reputations
  - Language
- Make it **Personal**

# Benefits for all



# Society Benefits

- Faster
- Reduced medical reports
  - Medical limits moved up
- Better quality risk information
  - Reduced non-disclosure
- Fewer 'incomplete' applications
- Improved conversion
- Better experience for customers
- Audit trail for application process
- Legislator friendly: encourages disclosure

# Advisor Benefits

- No liability for collecting medical information
- Relieves them of what can be a difficult process
- Less work
  - frees up time for what advisers do best – giving advice and making sales
- Faster policy issue means earlier commission payment
- Treats Customer Fairly

# Customer Benefits

- Skilled interview by trained staff
- Interview in privacy
- No discomfort of discussing medical history with adviser
- Simple process
- Faster
- Better chance of being paid at claim

# Reinsurer Benefits

- Better quality risk information
  - Reduced non-disclosure
- Audit trail for application process
- Increase volumes
  
- Improved experience / higher profitability
  - 3% discount on rates

# Integration with 3D



- Evidence collection
  - Paramedical/nurse visit
  - GPR
  - Lab tests
- Manual underwriting
- Integrated IT systems
  - Tracking of status through the process

# The Tele-Claims service

- Special blend of expertise
  - SCOR Global: managing risk, claims assessment
  - MorganAsh: experience of quality interviewing
- Utilised joint knowledge to
  - Build scripts
  - Train nurses

# What the service provides

- Quick and professional contact
- Better customer experience
- Much richer information on which to make assessment
- All aspect of claimants situation (eg for IP) are covered
- A full report of the interview
- A digitally recorded and indexed copy of the interview
- Opportunity to ID (IP) claimants who may be appropriate for rehab/retraining/part time working etc
- Possibility of ongoing claims management calls (IP, TPD)

# Better information collected

- Comprehensive
- Personalised
- Tailored for every claimant
- No bias from sympathetic doctors
- Reduce “missing information” – GP may not have the detail
- Claim forms can provide very poor info

# Tailored Tele-interviews

- Claims script – pertinent to product
  - gender, medical condition, personal circumstances
- Appropriate (specific) drilldowns
  - eg. back pain (IP), heart attack (CI)
- Questions - product dependent - may include
  - past history, family history, current status
  - occupation
  - financial
  - psychosocial
- Nurse interviewer guides through the details required
- Full report of all aspects covered

Yes  
 No

2. Hello my name is ---- I am a Nurse calling on behalf of COMPANY to discuss your claim for your income protection policy. Is it ok to talk now?  
 Yes  No

3. Just to make sure I'm speaking to the right person, could you confirm some details for me?  
 Yes  
 No

a) Can you confirm your name? **Andrew Gething** (Tick YES if happy this is correct person) ADD ANY DISCREPANCIES TO ADDITIONAL NOTES QUESTION  Yes  No

b) Can you confirm your date of birth? **18 October 1963** (Tick YES if happy this is the correct person) ADD ANY DISCREPANCIES TO NOTES  Yes  No

c) Can you confirm part of your address? **7 Whitworth Court, Runcorn, CHESHIRE, WA7 1WA or** (Tick YES if happy this is the correct person) ADD ANY DISCREPANCIES TO NOTES  Yes  No

4. Firstly can I remind you that this conversation is recorded. All the questions should be answered fully and honestly. We are collecting this information purely to help the claims assessor to review your claim. By collecting this information COMPANY does not imply that they will pay your claim. Once COMPANY has received and reviewed this information they will then be in touch to discuss what happens next. Thank you  
 Yes  No

5. What is the condition or injury that is preventing you from working?  
 Condition   
 Injury

6. Could you confirm your GP details please as it is possible that the claims assessor may wish to write to them?

[Add New Doctor]	Name	<input type="text"/>
	Contact	<input type="text"/>
	Address	<input type="text"/>

OCCUPATION

7. I'm going to ask you about your job now which will build a picture for the claims assessor of what your job entails, this will help to determine how your %%IntervalEV impacts on your ability to do your job.  
 Yes  
 No

8. What job were you doing on the date you first were absent?

# Improvement in reported claims stats

- Large reduction in declined claims due to early intervention
- More information enables fuller picture to be established
- One large provider has reduced claims registered and declined by >20%
- Better customer experience enables amicable proportional payments
- Paralanguage assessments reveals fraud at an early stage
- Immediate improvement in claims statistics

# Improved Customer experience & TCF

- Improved customer experience - incl. quicker decisions
- Personal approach creates goodwill
  - Reduced customer complaints up to 75%
- Reduces claims registered as early discussion prevents clearly non valid claims from proceeding
- Improved settlement times (by around 60%)
- Claimant presents their own view (TCF)

# Cost savings

- Less medical evidence required
  - Fewer claims will need pursuing
  - Some GP info may be obtained and provided by claimant in call
  - Better identifies what (if any) medical evidence is needed
- Saves administration costs
  - Fewer letters back and forth for more info
  - Fewer explanatory letters to claimants
- Reduction in referral to FOS (up to 60%)
  - Internal costs
  - legal advisor costs

# Cost saving - Brand value

- Reduction in contentious cases
- Early intervention reduces registered claims significantly
- Fewer “Watchdog” brand nightmares
- Customer goodwill – quicker payments generally and less dragging on for unsuccessful claims
- Saving comparable to marketing spend to improve brand value
- Save 1 emotional story from appearing in the tabloids
  - Priceless!

# Why outsource?

- Systems, indexing, telephony
- Scheduling and flexibility
- Compassion and counseling skills
- Experience and training on medical conditions, treatment and terminology
- Mature handling of sensitive and emotional issues
- Resources and economies of scale
- Taking the matter seriously by having a nurse talking through the claims

*"We will look back and wonder why we ever expected a salesman to collect detailed medical information independently"*

Andrew Gething

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