Welcome to the August issue of the Applicint Newsletter.   In this issue we review the benefits of straight through processing. The Applicint Tool Set is the only system currently in production that offers automated sales, underwriting and compliance in one eApplication process that provides "straight through processing" for all Financial Services Products.

Best regards,

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Straight Through Processing

Straight-through processing offers the possibility to automate each step in the insurance application process, improving the overall efficiency of the application process, reducing labor cost, improving the application to issue time and providing many advantages to the applicant, agent, broker and carrier. While there are significant advantages to straight-through processing there are also significant issues.

- Many agents and brokers are not sufficiently connected to effectively submit an electronic application
- Electronic systems, when available, are often different between agents, brokers, processors and carriers
- Carriers typically have significant electronic processing issues and often resort to paper or image
- Adoption of standards has not been effectively achieved and systems cannot typically exchange "standard" file formats without programming to accommodate each data exchange process.
- Paramed examiner results are submitted to carriers as paper or image
- Laboratory results are submitted to carriers in electronic format but must often be processed as image
- Lack of an eSignature standard

An association with Applicint offers cost effective solutions to these problems for our clients, and helps them to create a uniquely competitive position in their market. Applicint provides:

- Automated Rating and Quoting Process
- Electronic Application Completion
- Automated Quality Control and Assurance
- Wireless, Online Paramed and Part B Examination
- Real-Time Case Management Capabilities
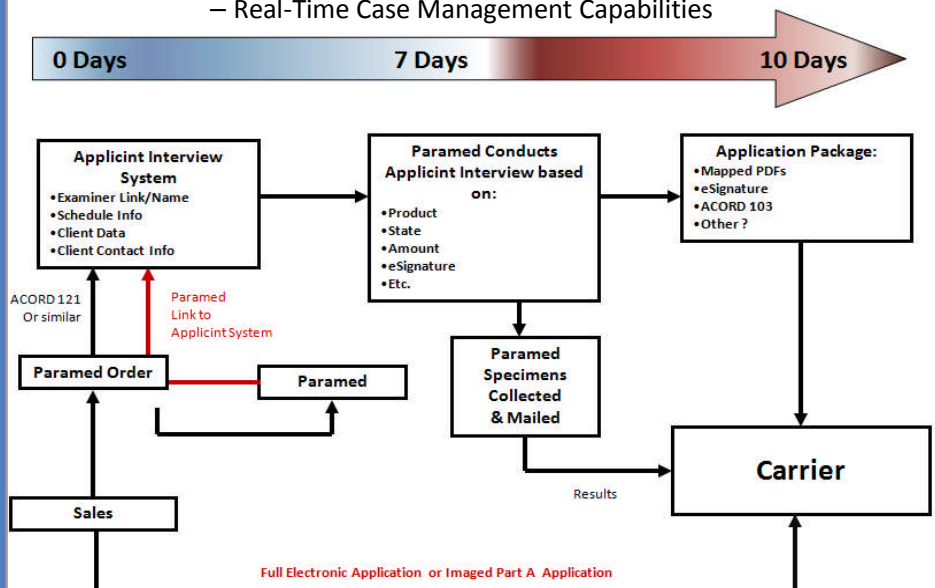
Applicint Tool Set can eliminate errors within the Part 2 application process:

In addition to compliance errors, data entry errors are the primary reason why applications in good order seldom occur when a case is processed using a hand written examiner or other tele-interview technology. A recent study provided the following statistics regarding the occurrence of errors on life insurance applications:

– Signature missing:	4%
– Wrong form used:	5%
– Input Error:	12%
– DOB mismatch between Part 2 & requirements request:	7%
– Illegible responses:	16%
– Failed to answer whole question or section on Part 2:	31%
– Details missing from an answer on Part 2:	70%

Applications in good order automatically occur 100% of the time using Applicint Tools

The complexity of today's applications has resulted in an increase in the number of errors found within applications, which has significantly increased both the cost and time involved in processing life insurance applications. The Applicint Tool Set ensures that 100% of processed applications are submitted in good order. Data obtained in the reflexive interview process (and from any other source) generate dynamic application packages that include all the required applicant, product, state and company specific data, and automatically generates accurate forms packages. It also allows for accurate, real time, automated QA/QC.

This reflexive interview process provides the following features:

- Customizable question and response format includes underwriting and service guidelines as well as company specific rules and logic
- As data is obtained in the interview process it is validated in real time per the guidelines to immediately assess suitability and product qualification
- When required, specialized interview sections are automatically inserted into the interview process to complete highly complex application packages
- Accurate Automated Information Gathering and Screening QC/QA Tools ensure accuracy (IGO) in excess of 99.9%
- Easily modified business rules and automated processing capture business in the appropriate product and underwriting silos, in accordance with ever changing product and industry requirements
- Automated requirement ordering can be included at any point in the interview process, based on rules and stored parameters (manual ordering is also available)

The insurance industry requires underwriting and medical exams for most products. Traditionally these medical exams are completed by a field examiner who completes the paper application (Part 2) and submits it with the medical results to the carrier for underwriting. The cost for this process ranges from $65 - $85. For an additional cost of approximately $35 to $45 (or more), this process is often preceded by a Part 2 tele-interview that can determine if the proposed insured will qualify for the product.

The actual cost of the medical exam is only a portion of the cost of completing the Part 2 requirement. Applicint's technology eliminates the additional costs that usually accompany this process by automating the data collection, quality control and data distribution, which significantly reduces the processing time.

Applic*int:*

Intelligent Automated Insurance Application Processing

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The Applicint process takes the best parts of these two practices and combines them in a way not previously possible.

The Applicint Digital Paramed is a "one and done" process.

Having the paramed complete the application in the field, with the proposed insured, using the Applicint system on an inexpensive laptop that's connected by an air card, the application is completed in good order 100% of the time, with all needed information gathered and compiled and packaged for underwriting, in one stop.

The examiner collects specimens and an eSignature from the proposed insured and examiner. The data is available immediately (in real time, as the interview is conducted) to the underwriter in this model.

The need for separate tele-med interviews, separate paramedical examinations, additional data gathering, call backs for additional questions and other expensive and time consuming processes and client and agent "touches" are eliminated with the use of Applicint's Digital Paramed.

The process is highly secure because no data is ever stored on the laptop computer, is less expensive than other telephone interview processes, and is a one step process.

Applicint's Digital Paramed speeds the process of collecting and distributing data so that any application process can be faster and any life insurance process can be reduced to a 15 day or less "application to issue" cycle. Applicint's Digital Paramed also has the advantage of reducing APS requirements by more than 35%. Applicint's Digital Paramed technology is in production today and, on average, this field data collection model, saves the carrier more than $40 in direct cost and over $100/case in indirect costs.

Increasing Growth and Profitability in the Life Insurance Market

The Lifeinsurance Industry has had limited opportunities for business growth and increased profitability due to limited potential for significant improvements in process or product differentiation.

Applicint's technology has radically changed this paradigm by providing an inexpensive, rapid deployment process that accelerates and improves the quality and efficiency of the sales, application, underwriting and compliance processes. As the sole Web 2.0 insurance data collection and delivery system in the industry, Applicint generates strategic advantages, revenue and profitability for any product line using the Applicint Tool Set.

Applicint's technology provides multiple opportunities for our clients to increase their revenue and efficiency within the life insurance market.

Life, Health, Annuity & LTC Process
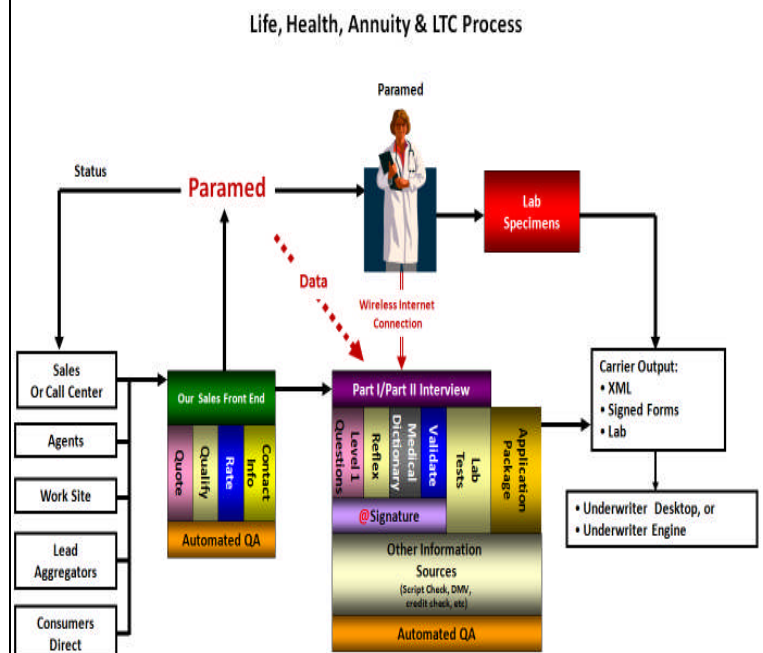
To learn more about Applicint visit us today at www.applicintinc.com or contact Donald Sprague at (702) 947-0845.