

Case study:

Key components to improving completion rates for life insurance direct marketers



The challenge

One of the challenges facing the direct-to-consumer segment of the life insurance industry is improving completion percentage. This means more applicants into underwriting, increased premium payments and more families protected.

How can ExamOne help direct marketers with these common issues?

- Lost premiums due to fall-out from unresponsive applicants
- Applicants find the exam process inconvenient

The solution

When looking to improve applicant completion rates, direct marketers have turned to ExamOne's suite of solutions. Our goal is to simplify the scheduling process and offer applicants more exam location choices.

The results

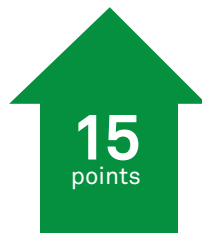
ExamOne analyzed our client's data* to compare how and where applicants scheduled exams impacted completion rates of policies. Three common factors emerged to demonstrate the effectiveness of utilizing some of ExamOne's tools and solutions — convenient exam centers, scheduling tools, and the combination of these two.

3 components improving completion rates for direct marketers

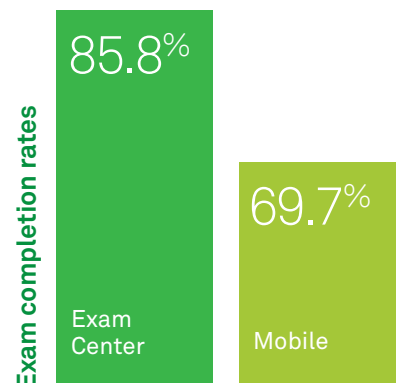


Convenient exam centers

Our expanded exam center network provides life insurance clients with broader network coverage and more appointment options, while delivering an unmatched level of convenience and flexibility for applicants. Your applicant can select a convenient exam time at one of our 1,500 exam centers or at a personal location, such as their home or workplace.



Selecting an exam center location compared to mobile exams **improved completion rates by 15 points, which is a 23.1% improvement.**



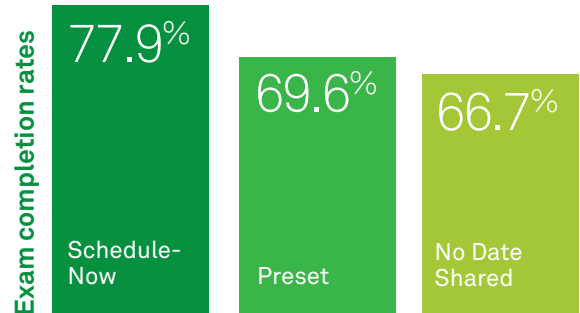


Scheduling tools

ScheduleNow is a real-time appointment setting tool. You can get a commitment from the applicant to take the next step and schedule the paramedical appointment at the same time you process the application.



Utilizing ScheduleNow, compared to submitting an exam request where no scheduling information was shared, **improved completion rates by 11 points, which is a 16.8% improvement.**

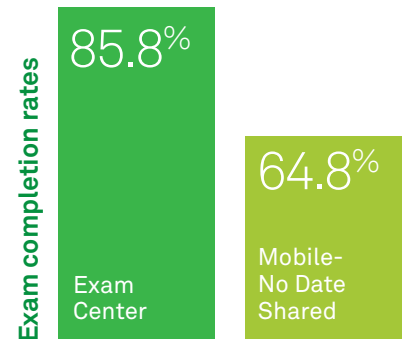


Exam center and scheduling tools

Using ScheduleNow to set the exam appointment date, in addition to leveraging the largest network of exam centers in the industry, makes the process simple for you and convenient for your applicants.



Choosing an exam center location, versus submitting a mobile exam without scheduling information, **improved completion rates by 21 points, which is a 32.4% improvement.**



The conclusion

The data are clear. Direct marketers who utilize ScheduleNow to choose an appointment date and time and select an exam center location complete a higher percentage of exams.

Spotlight on the direct marketing segment

The fastest growing segment of the life insurance industry is the direct-to-consumer selling of life insurance. According to the Life Insurance Direct Marketing Association (LIDMA), more than \$300 million in life insurance premium is initiated each year from direct response efforts, and direct sales of life insurance represents as much as 10% of all policy sales on an annual basis.

ExamOne partners with many direct marketing companies in the industry and is a proud, long-standing member of LIDMA.

Contact us at DGXLEExamOneBGA@questdiagnostics.com. We can identify your current scheduling metrics and collaborate on a customized process to help you improve your completion rate goals and premium target.