

A photograph of a man with a beard and mustache, wearing an orange t-shirt, smiling and looking to the right. He is in the foreground, and two other people are blurred in the background.

# Rising to meet life's complex needs

Your Advisor Toolkit



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## Affordable rates aren't off the table

Impaired risks, also known as complex medical needs that often result in table ratings, are increasing. According to the CDC, 6 in 10 Americans have at least one chronic disease, and 4 in 10 have two or more chronic diseases.<sup>1</sup> While the diagnoses may be complicated, writing policies for these applicants doesn't have to be. At Banner Life Insurance Company, we believe these health challenges shouldn't be roadblocks to coverage.

So, we're simplifying impaired risks and turning them into opportunities for you to grow your business.

To help you best serve these clients, we've been hard at work with enhancements to rise beyond expectations (more on this on page two). This includes adopting a flexible underwriting approach that leads to faster decisions, higher approval rates and expanded eligibility.

We've developed an advisor toolkit to help protect your clients. In this kit you will find an explanation of our recent changes along with client-facing communications including:

- Flyers explaining impaired risk cases and the underwriting evaluation process.
- Customizable, ready-to-use letter templates that help you communicate impaired risk solutions to customers.
- Social media posts to take the conversation online.
- Case studies of successful impaired risk approvals.
- An FAQ for you and your clients.

We hope you find this content useful as you connect with your customers and prospects.

<sup>1</sup>Centers for Disease Control and Prevention (CDC), 2024.

## Doubling down on partner benefits

To help support you and your clients, we've made some enhancements in three key areas:

### **Our Quick Quotes system.**

- New email-based option.
- Faster standard 48-hour turnaround time.

### **Our pricing and process.**

- A "Best in Business" approach to co-morbidities, blending — rather than stacking — ratings.
- Table 4 pricing that may outperform competitors' Table 3 pricing.
- Exam-free underwriting for some table-rated cases through our Lab Lift Substitution Program.
- Coming soon: a digital pre-application process for early risk assessment.
- We rate off of Standard Plus.

# Let's talk about impaired risk cases

As you're talking to your clients with complex medical backgrounds about term life insurance, here are some helpful messages for your discussions:

## What are impaired risks?

- Clients with impaired risks may be considered a higher risk to insure due to their health or lifestyle. Factors that contribute to this denomination include pre-existing medical conditions, history of chronic illness, high-risk occupations, dangerous hobbies, unfavorable family health histories or hazardous lifestyles.

## Why term life insurance matters

- Term life insurance can be a very welcoming, approachable option for those new to life insurance, tight on budget, younger consumers or those simply who need a certain amount of debt covered.
- The premium rates and coverage amount are set for the length of your term, typically ranging from 10 years to 40 years, and the payout doesn't fluctuate if the market becomes volatile. Term life insurance policies are simple and straightforward protection. For example, you can obtain the greatest amount of coverage for the lowest price compared to other types of life insurance policies and it requires little maintenance. Term life insurance's advantage lies in its simplicity and the peace of mind of having that safety net of financial protection for your family's future.

# Let's talk about impaired risk cases

## What sets Banner Life apart?

1. We refreshed our impaired risks underwriting processes and guidelines for faster approvals with less hassle.
2. We take a "Best in Business" approach for co-morbidities; that means we blend, rather than stack, ratings.
3. We have more competitive pricing. By rating off Standard Plus, our Table 4 may outperform competitors' Table 3, offering better value for impaired cases.
  - Table-rated cases may be eligible for exam-free underwriting through our Lab Lift Substitution Program.
4. We employ an experienced underwriting team who average 21 years of experience to create innovative, high-value solutions for impaired risk cases.
5. We don't have instant declines or postpones for cases \$2M+.
6. We focus on leveraging advances in medicine and digital technologies to improve, transform and accelerate our risk selection process.



# Communication templates

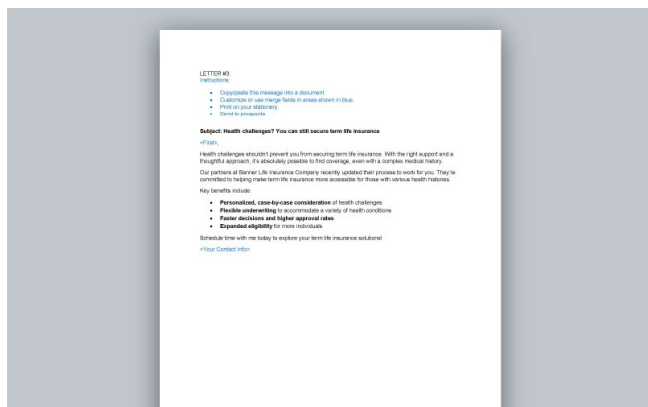
Start the conversation or keep it going with plug and play messages about impaired risk term life insurance.



## Communication template #1: Your health story is unique

[Download letter](#)


## Communication template #2: Removing the roadblocks

[Download letter](#)


## Communication template #3: Health challenges shouldn't prevent coverage

[Download letter](#)

**Download the templates  
and copy the content.  
Paste into a platform  
of your choice to reach  
more clients and get  
cases placed quickly.**



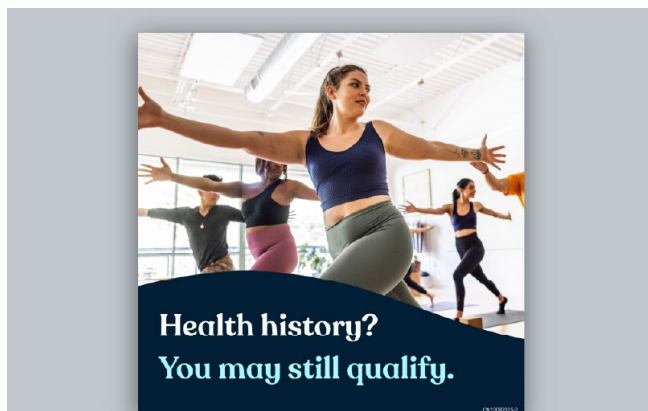


# Social media templates

Three in four Americans use social media and average 6.5 different social platforms per month.<sup>1</sup>

Meet your clients where they are.

<sup>1</sup> Pew research, 2024

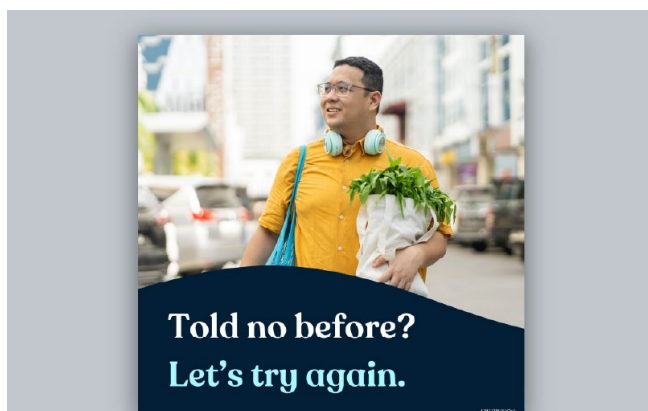


## Qualifying with history

Diabetes. High blood pressure. Anxiety. These common health conditions don't mean life insurance is out of reach.

Let's explore your options and help find coverage that fits your needs.

[Download image](#)

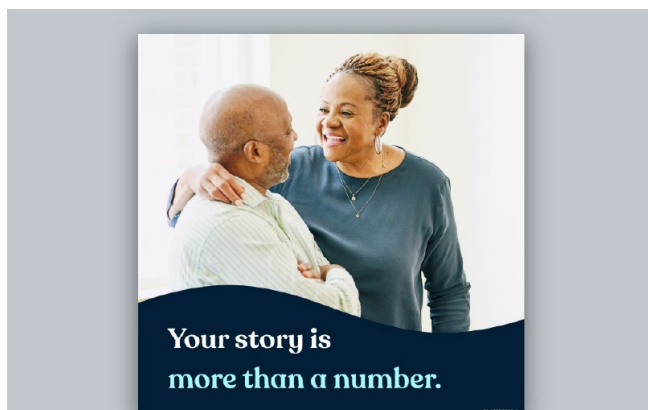


## No is not never

If you've been declined or rated in the past, we may still be able to help.

New underwriting guidelines and carrier improvements mean more people can now qualify — even with complex health histories.

[Download image](#)



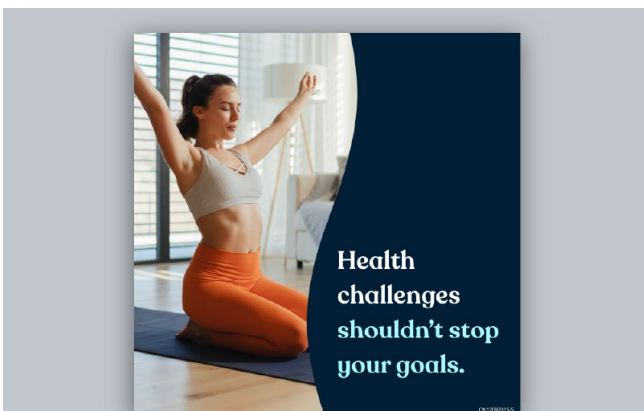
## More than a number

We focus on people, not conditions.

Banner Life Insurance Company's underwriting takes the full picture into account. Let's work together to help advocate for the best offer possible.

[Download image](#)

**Download the image and copy the corresponding caption. Paste into a social platform of your choice to reach more prospective clients.**

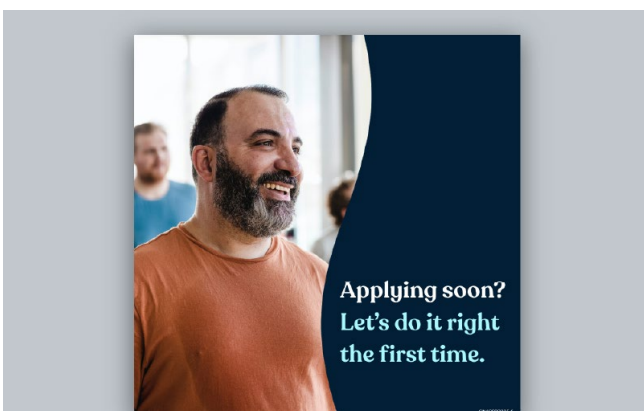


## Coverage is possible

Whether it's a recent diagnosis or a long-term condition, term life insurance can still be possible.

We'll help find options tailored to your situation — so you can help protect what matters most.

[Download image](#)

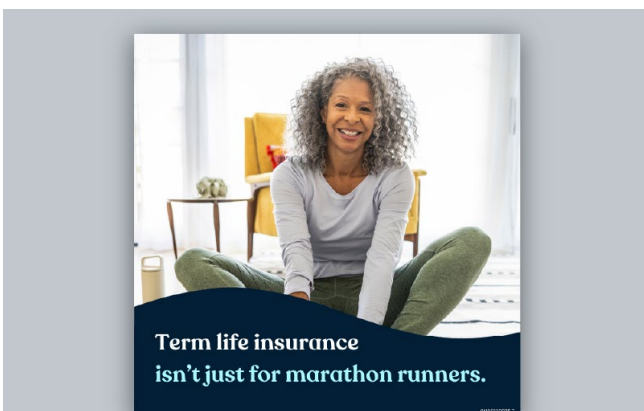


## Do it right the first time

Clients with complex health histories require planning and precision — from the right application to the right carrier.

Let's help you build a strong case for a great offer, in as little time as possible.

[Download image](#)



## There are options

You don't need a perfect health record to get coverage.

We help real people — with real health histories — find solutions that help protect their families and futures.

[Download image](#)

**Download the image and copy the corresponding caption. Paste into a social platform of your choice to reach more prospective clients.**

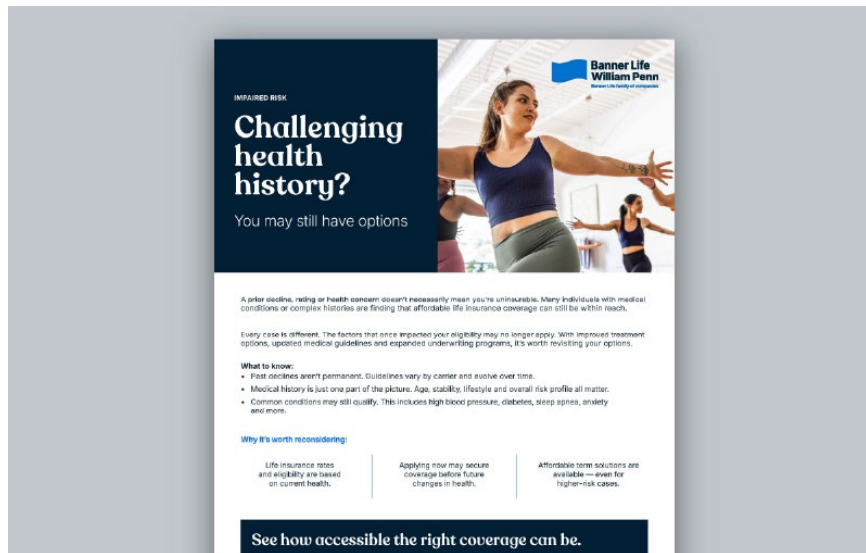




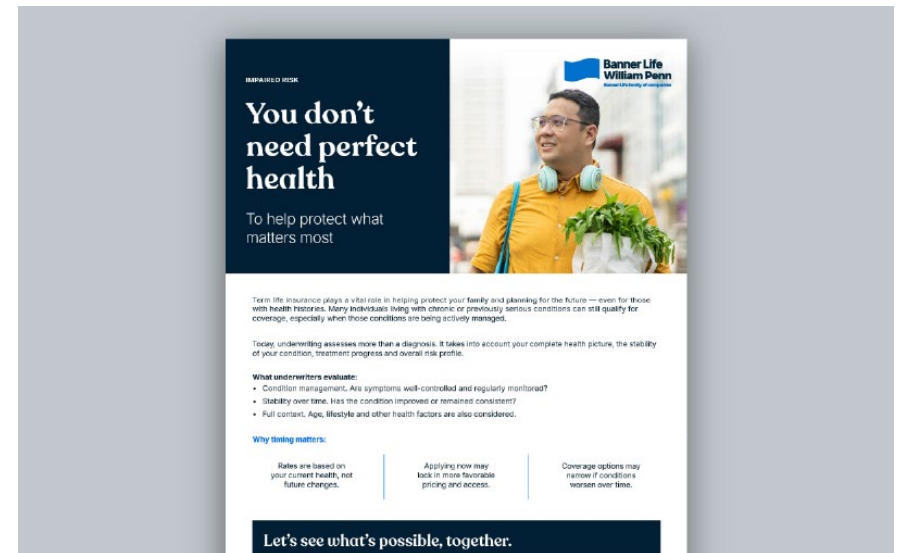
# Client flyers

Start the conversation on the importance of term life insurance for those with impaired risks with these customer-facing flyers.





## General overview

[Download flyer](#)


## Underwriting evaluation


[Download flyer](#)

**Download the flyer and attach in an email to help current and prospective clients understand the possibilities available with term life insurance.**



# Case studies

Show your clients what's possible with examples of term life insurance cases for clients with impairments.



**CASE STUDY**  
**\$2M face with multiple conditions**  
History of hypertension and hypercholesterolemia

**Challenge**  
Richard (58) had a history of hypertension and high cholesterol, which resulted in strokes with high premiums or outright denial. He managed both conditions with medication and lifestyle changes. He was looking for \$2 million in face and a 15-year term to get him to retirement. Richard worried he would be seen as high-risk. His advisor and BSA were looking for a quick policy decision and reasonable premium.

**Our approach**  
Banner Life Insurance Company assessed Richard's entire background and history, taking a holistic approach to underwriting.  

- ✓ Medical history was evaluated with historical context.
- ✓ Blended risk factors instead of stacking them.
- ✓ Relyed on existing physician documentation rather than requiring an APS.
- ✓ Gave appropriate weight to the client's active management of his condition.

Outcome	
15-year OP term policy	No APS or exam
\$2 million	Preferred Non-Tobacco
15 day decision	\$5,141 annual premium

## Overcoming medical barriers — Hypertension and hypercholesterolemia

[Download case study](#)


**CASE STUDY**  
**\$1.5M face with managed anxiety**  
Complex history without a complex application


**Challenge**  
Lauren (43) needed a \$1.5 million life insurance policy to protect her family's finances should the unexpected happen. With a history of managed anxiety, she was concerned about expensive premiums and overly complicated underwriting requirements. Lauren managed her anxiety with a single medication, but many insurers would see her medical history as an increased risk. She didn't want to go through an evaluation or have any extra paperwork to sign through.

**Our approach**  
Using our holistic underwriting approach, Banner Life Insurance Company took Lauren's entire history and treatment plan into account.  

- ✓ No automatic table rating for mild, managed anxiety.
- ✓ Physician records provided through informal confirmed Lauren's treatment and adherence.
- ✓ No APS or additional psychiatric evaluation required.
- ✓ Under two weeks from application to decision.

Outcome	
\$1.5 million face	20-year OP term policy
\$1,000 annual premium	Preferred Non-Tobacco
No psych evaluation or APS	13-day decision time

## Peace of mind with a mental health history — Mild anxiety

[Download case study](#)


**CASE STUDY**  
**\$1M face with sleep apnea**  
Managed condition, no APS required

**Challenge**  
Dominic (55) wanted a \$1 million life insurance policy to support his wife and children. He had sleep apnea but had managed his condition with consistent CPAP therapy and a healthy lifestyle. The BSA and advisor were worried carriers would overlook Dominic's compliance with his prescribed treatment and trigger an exam, APS, or questionnaire. They were also concerned about Dominic ending up with a Standard or lower rating.

**Our approach**  
Banner Life Insurance Company was able to take Dominic's treatment, compliance, and otherwise clean health history into account.  

- ✓ No APS, exam, or additional questionnaire required due to physician records.
- ✓ Class upgraded to Standard Plus due to good health and consistent compliance.
- ✓ \$250 weekly premium, well within client's budget.
- ✓ Advisor secured multiple sleep apnea referrals from client.

Outcome	
\$1 million face	20-year OP term policy
No automatic table rating	Better than applied for
No exam or APS	14-day decision time

## Securing affordable term life insurance with sleep apnea

[Download case study](#)

Download and send to clients on the fence of coverage to help them visualize the need. Or show prospective clients what they may qualify for.

# Frequently asked questions about impaired risk enhancements

Securing term life insurance for those with complex medical histories doesn't have to be complicated, but there are some frequent questions that arise. Here are answers to some of the most common impaired risk questions.

## 1. How do we serve impaired risks?

Every challenge needs a solution, so we put our experienced impaired risk underwriters — who average 21 years of experience — to work for these clients. We leverage advances in medicine and digital technologies to improve, transform and accelerate our risk selection process. That expertise leads to innovative, high-value solutions for impaired risk cases.

## 2. What are the key components of our enhancements to the impaired risk experience?

Based on feedback from our partners and their clients, we focused impaired risk enhancements on making underwriting faster, more flexible and more competitive.

## 3. What is our experience with impaired risks?

In 2024, we processed 33,356 rated cases thanks to an underwriting team that averages 21 years of impaired risk experience. We know how to leverage advances in medicine and digital technologies to improve, transform and accelerate our risk selection process.

## 4. Why are we updating the impaired risk experience?

Impaired risks are increasing. Case in point, the National Institutes of Health projects the prevalence of type 2 diabetes and type 1 diabetes will increase by 54% to more than 54.9 million Americans between 2015 and

2030. And diabetes isn't the only growing risk. From cancer to heart issues, we're seeing more people living with more conditions.

## 5. How are we streamlining the application process?

Quick Quotes is a great tool to help set the stage for a fast, streamlined application process. To maximize it, we launched an email-based process, instituted a standard 48-hour turnaround time for all Quick Quotes and are introducing more improvements later this year. We also employ volume tracking to maintain high service levels.

## 6. How do we stand out in impaired risk underwriting?

Our clients see more value because of our unique process. We take a "Best in Business" approach for co-morbidities; that means we blend, rather than stack, ratings. For example, overweight diabetic applicants are evaluated holistically. We also offer more competitive pricing. In fact, our Table 4 may outperform competitors' Table 3, offering better value for impaired cases. Finally, qualified clients may be eligible for exam-free underwriting through our Lab Lift Substitution Program.





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