



Automatic Standard Approval Program

How it works

Automatic Standard Approval Program (ASAP) is designed to help eliminate low substandard ratings. While some companies have eliminated their program or changed their guidelines, The Principal® still supports ASAP. Here's how ASAP works:

- Improves ratings up to Table 3 or flat extras to \$7.50 to Standard
- Can be applied up to and including age 70
- Appropriate for cases with face amounts up to and including \$5 million
- Can be used on select permanent life insurance products*
- Applies to medical ratings only. No driving, hazardous sports, aviation or lifestyle cases (drug/alcohol use)

* For product-specific eligibility, contact your home office underwriter.

How does our program differ from other companies?

The Principal does not limit or exclude cancer or coronary heart disease. Many competitors use the same criteria, but they exclude cancer or coronary. Also, our Healthy Lifestyle Credit (HLC) program can be used in conjunction with ASAP. The combination of HLC and ASAP provides an opportunity in some cases to move somebody outside a Table 3 to Standard. For example, when we rate a person a Table 5 and use HLC to get them to a Table 3, we can then use ASAP to get to a Standard rating.

What are the benefits?

Our ASAP eliminates the low, substandard ratings that can be the most challenging to present to your client. Consequently, you can present an offer to a client that has a greater chance of being placed. The greatest benefit is the competitive Standard rate received by your client without a reduction in the compensation paid to you.

EXAMPLES		
ASAP with HLC	ASAP Only	Survivorship
Male, age 65, \$1 million face amount, universal life insurance. Medical history includes elevated liver enzymes and asthma. The case is rated Table 5, but because the client has earned favorable Healthy Lifestyle Credits, he gets a two-table improvement. The remaining three tables are removed using ASAP, and the policy is approved as Standard.	Female, age 68, \$2.5 million face amount, universal life insurance. Medical history includes Type II diabetes. The case is rated Table 3. ASAP is used to reduce the Table 3 and approve the policy as Standard.	ASAP can be used on both lives to reduce Table 2-3 ratings for face amounts \$5 million and under and may also be used with Healthy Lifestyle Credits as previously illustrated.

Unlike many of our competitors, The Principal does not exclude cancer or coronary artery disease from our table shave program.

Healthy Lifestyle Credits

What are Healthy Lifestyle Credits?

The Principal feels all applicants should be given credit for doing the right things to take care of themselves. Because of this philosophy, we use Healthy Lifestyle Credits (HLCs) as an underwriting tool to help clients get the most favorable rating possible. The underlying basis of our HLCs is an evaluation of several coronary and cancer risk factors of a client as follows.

Risk profile factors

- Blood pressure
- Cholesterol
- Pulse
- Weight
- Family history
- Preventive cancer screening tests
- Preventive heart screening tests
- Routine physicals

A scoring system is used for each factor, with positive points for favorable factors and negative points for less favorable factors. If a factor is considered neutral, a score of zero is given to reflect the neutral result.

How do HLCs help your clients?

Through our review of the risk profile factors, we establish an HLC score. Favorable HLCs can help your clients earn up to two tables of credit that offset table ratings that have been assessed. The end result is a reduction or elimination of a rating for their medical history. Our Automatic Standard Approval Program, which is designed to help eliminate low substandard ratings, can also be used in conjunction with HLCs. Here are a few guidelines to keep in mind with HLCs:

- Ratings for asthma, anxiety, depression, colitis, sleep apnea, body build and blood pressure are examples of covered conditions. (This listing is not all inclusive of covered conditions.)
- A few conditions are excluded, including ratings for cardiovascular disease, diabetes and flat extras.
- As an added benefit, there are no limitations due to age, plan or face amount.

EXAMPLES		
Condition	Original assessment	After HLCs
Sleep Apnea	Table 5	Table 3
Depression	Table 5	Table 3
Asthma	Table 4	Table 2
Build	Table 2	Standard