

MUTUAL of OMAHA



From the Desk of Brent DeGroot

Good News, we are about to launch our E-app for LTCi on July 1st, 2015. I wanted to bring this to your attention in case you did not see yesterday's Express email with the announcement. We are very excited to launch the new E-app and trust you will find it useful for your distribution. It will help with items such as:

- In good order applications, and correct forms which reduce scrubbing time.
- Allows for an e-signature, screen share signature, face-to-face, or wet signatures.
- A paperless "Green" experience.
- Allows for an easy dashboard for all applications and status that are submitted through this process.

*** Special Attention Required***

There is one item that is not mentioned in the communication that I feel is the biggest differentiator between our E-app and all others in LTCi. We have the option to allow for a "back office stop." This would send the application to the Marketer's (MGA/BGA/IMO) back office before sending on to Mutual of Omaha. This could be important to your organization in:

- Allowing you to know an LTCi application is ready to be submitted.
- Giving you the ability to update your systems with the applicant/producer information.
- Giving you the opportunity to scrub and the choice to submit the application, in an effort to preserve placement ratios.

- Ensuring the value the producer has in working through your office.

The current default is that the producer would submit direct, if this would be your preferred method, no further action needed. If a "back office stop" is of interest to you please notify Carol Tucker and copy me and we will get your office set up for this process change. Please note the "back office stop" option is set at the Marketer level for all applications. It is not at the discretion of each producer.

Thank you for your business and promotion of Mutual of Omaha LTCi!



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