



LIFE INSURANCE  
**NEW BUSINESS PROCESS FOR  
PAPER APPLICATIONS**

This helpful guide walks you through the new business process for life insurance paper applications only. As always, if you have any questions, please call 866.866.7050 or email [newbusiness@peakprofinancial.com](mailto:newbusiness@peakprofinancial.com).



### 1. COMPLETE & SUBMIT PEAK PRO HIPAA FORM

- A. Submit Peak Pro HIPAA form to [newbusiness@peakprofinancial.com](mailto:newbusiness@peakprofinancial.com) or via fax to 888.370.2122
- B. In the Peak Pro HIPAA form, please add client availability (dates/times) for paramed scheduling
- C. For details regarding the medical underwriting process, please see #4

### 2. REQUEST & COMPLETE APPLICATION

- A. Email [newbusiness@peakprofinancial.com](mailto:newbusiness@peakprofinancial.com) to request paper application; please include illustration (if available) and what state the policy will be written in
- B. Submit completed application via secure email to [newbusiness@peakprofinancial.com](mailto:newbusiness@peakprofinancial.com) or fax to 888.370.2122
- C. You'll receive application confirmation emails and weekly updates every Thursday (except for national holidays)

### 3. PEAK PRO REVIEWS APPLICATION

- A. We scrub the application
  - Confirm correct forms were used and identify missing forms
  - Flag missing information
- B. We review financial insurability
  - Can the client(s) qualify for the premium according to carrier guidelines?
  - Can the client(s) qualify for the death benefit according to carrier guidelines?
- C. Typical review turnaround time is one to two business days; we'll contact you if additional forms and/or information are needed

### 4. ORDERING & OBTAINING MEDICAL UNDERWRITING REQUIREMENTS

- A. We initiate the order process for paramedical exams, questionnaire, urinalysis, blood draw, EKG, etc.
  - Ordered by Peak Pro through ExamOne, unless otherwise stated
  - Scheduled via examiner
  - Completed and sent directly to carrier
- B. We order the medical records/Attending Physician Statement (APS)
  - Upon receipt, records are reviewed for additional doctors and/or ailments

#### D. Medical questions from underwriter

- We aim to do our best at pre-underwriting before sending to carrier underwriter for review
- If underwriting has a medical question for the client, Peak Pro will attempt to contact the advisor first; then we will contact doctors to request more information
- If doctors do not respond within one business day, Peak Pro will request assistance from the advisor to obtain information from the client



### MEDICAL UNDERWRITING TIMING & TIPS FOR ADVISORS

The Peak Pro team aims to complete medical underwriting in 21 days or less, yet timing depends on a variety of outside factors.

Medical underwriting begins once the paramedical exam has been completed. Common delays include obtaining medical records from the clinic/facility/third-party vendor, as well as getting answers to medical questions from doctors.

As an advisor, you can help speed up the process in a few ways:

1. Obtain complete medical history at the time of application to avoid delays
2. Ensure client has provided a list of all doctors for the last five years, plus any doctors who are relevant to medical history that could impact underwriting
3. Proactively involve the client from the start by encouraging open communication and requesting their assistance in obtaining medical records and answers to underwriting questions

## 5. APPROVAL & ISSUE PROCESS

- A. Upon medical underwriting completion, advisor is notified of approval rating and will be provided a final illustration to match rating, along with any additional forms needed
  - All underwriting approvals are given delivery deadlines
- B. Advisor approves final illustration, as this is the basis for the policy being issued
- C. Once Peak Pro receives final illustration approval and forms required, we request policy issue from carrier
- D. Advisor will receive policy and delivery packet, as well as policy delivery process guide (see next section) within seven to 10 days

## 6. POLICY DELIVERY

- A. Upon issuance, advisor will receive an instructional email with forms that require signatures and premium payment modes (guide included in physical policy and delivery packet)
- B. Complete signature forms with client
  - Please **DO NOT** change the policy date, pay additional premium or sign an illustration that does not match the policy data pages
- C. Send completed delivery forms via secure email to [newbusiness@peakprofinancial.com](mailto:newbusiness@peakprofinancial.com) or fax to 888.370.2122
- D. Send premium checks direct to carrier home office and notify Peak Pro

**Have questions or need help?**

**We're here to assist.**

**Email [newbusiness@peakprofinancial.com](mailto:newbusiness@peakprofinancial.com)**

