

Audience: Financial Professionals
Re: New Drop Ticket App Option for Term Life
From: Underwriting

What's New:

AXA Equitable announces the implementation of a Drop Ticket application submission process available in all jurisdictions through one of our approved tele-underwriting vendors, Hooper Holmes. With this new option, Financial Professionals collect a minimal amount of client information, and Hooper Holmes completes the application by phone. This process is available for Term life insurance applications only and can be accessed within e-Forms for Life or iPipeline with a subscription.

When:

Effective May 28, 2013

For More Info:

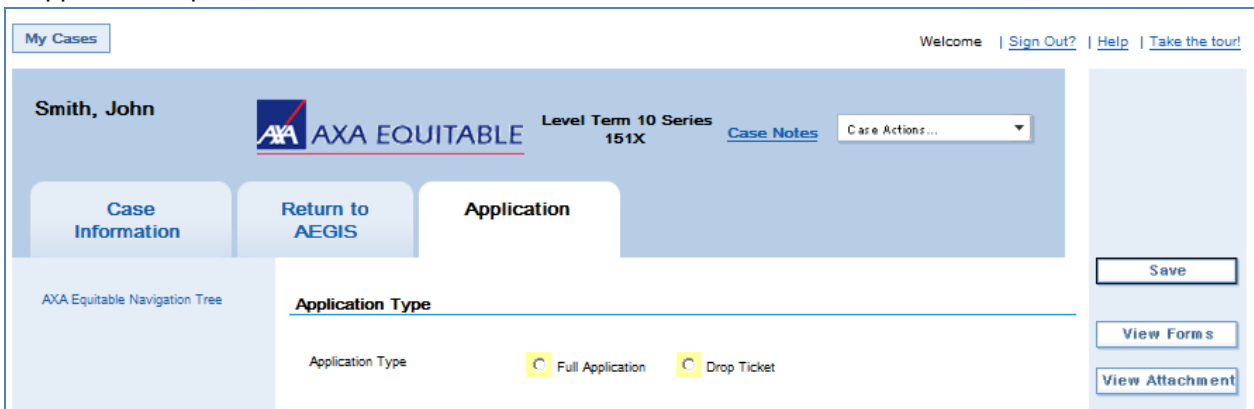
If you have questions, call the AXA Life Sales Desk.

The benefits of this process include:

- FP efforts regarding data collection minimized
- Need for FPs to schedule paramedical exams eliminated
- Increase in volume of in good order applications and placement ratio
- Reduced cycle time

How the process works:

1. Within e-Forms for Life, the Financial Professional will see the Drop Ticket option when completing an e-App for Term products.



2. The FP will provide the following information as part of the Drop Ticket:
 - a. Basic information for Client, Owner, and Primary Beneficiary

- b. Product, face amount, and rider information.
 - c. Replacement information (if applicable)
 - d. Basic information for the FP Certification
3. The FP will review and agree to the attestations to electronically sign the Drop Ticket.

The screenshot shows the AXA Equitable application interface. At the top, there is a header with the AXA logo and 'AXA EQUITABLE' text. To the right of the header, it says 'Level Term 10 Series 151X' and 'Case Notes'. Below the header, there are three tabs: 'Case Information', 'Return to AEGIS', and 'Application'. The 'Application' tab is selected. On the left side, there is a navigation tree with the following items: ApplicationType, Proposed Insured, Beneficiary Information, Other Insurance, Other Insurance (Cont), Plan Confirmation, Financial Professional Cert., Financial Professional Cert. Cont., Agent Remarks, and Attestation. The 'Attestation' item is selected. The main content area displays the 'Attestation' section with the following text: 'By checking the boxes and clicking on the I agree/submit button below, I state the following:'. There are three attestations, each with a checked checkbox and a text block. The first attestation states: 'I am a duly licensed life insurance agent in the state in which the proposed policy owner resides. The plan and amount of insurance is suitable for the proposed policy owner's insurance needs and financial objectives. The policy is being procured primarily for the purpose of protecting the proposed insured's family or business from an actual risk of loss. There is no intention to use or transfer the policy for any pre-death financial settlement, such as a viatical settlement, senior settlement, life settlement, or for any other settlement in the secondary market. The premium for this policy will be paid by the proposed policy owner. The policy being applied for is not the subject of prohibited premium financing program and neither I nor, to my knowledge, any other producer or other third party will pay any portion of the premium for the policy or otherwise engage in any rebating associated with this policy. I have inquired about the source of the proposed policy owner's assets and incomes. All forms required to be delivered at the time of solicitation, have been delivered to the policy owner.' The second attestation states: 'I authorize Hooper Holmes's call center to obtain information necessary to complete a life insurance application resulting from my submission of this Drop Ticket. Any information requested or other questions raised by the proposed insured and policy owner will be handled by a trained call center representative or a properly licensed individual in the Hooper Holmes call center as necessary. I have confirmed that the proposed insured and owner/applicant or family member is not of or associated with a foreign military, government or political official. I have obtained sufficient information about the prospective policy owner to mitigate the risk of money laundering, terrorist activity and/or any associated funding, and to avoid doing business with a sanctioned individual or resident of a sanctioned country.' The third attestation states: 'I have verified the identity of the proposed insured and owner by reviewing the appropriate document(s) such as driver's license, passport or other Government ID. I am not aware of any information that would adversely affect the Proposed Insured or Owner's eligibility, acceptability or insurability. I, or another appropriately licensed employee or staff member in my office, will personally review the application created from this data and information provided by the proposed insured and owner and contact him or her or them concerning any incomplete or inconsistent information, and I will not deliver the policy unless I have completed a review and am satisfied that the policy, application and all attached papers, if any, are complete and accurate to the best of my knowledge.' Below the attestations, there are two buttons: 'Back' and 'I Agree/Submit'. To the right of the main content area, there are three buttons: 'Save', 'View Forms', and 'View Attachment'.

4. Once the FP clicks on the Agree/Submit button, they can select the View Summary Report button to obtain a document of all information provided within the Drop Ticket. Tip: When saving the document, the FP should rename it to something meaningful (e.g. client's name).

The screenshot shows the AXA Equitable application interface after the 'I Agree/Submit' button has been clicked. The main content area displays a message: 'You have successfully completed the Drop ticket; by clicking on the View Summary Report button you can download a copy for your reference.' Below the message, there is a button labeled 'View Summary Report'. Above the message, there are two buttons: 'Back' and 'I Agree/Submit'.

5. Attached is a sample Summary Report. See Appendix A.

- The FP will receive an email once the Drop Ticket is submitted.

Subject: You have a new client!			
Policy ID: AXA000010			
<hr/>			
Client Information:			
Name:	TestFirstName TestLastName	Date of Birth:	XX/XX/XXXX Gender: Female
e-Mail:	XXX@email.com	Phone:	
<hr/>			
Product Information:			
Carrier Name:	AXA Equitable		
Product:	Level Term 10 Series 151X	CTR	
Underwriting Class:	PE	State:	AL
Amount of Insurance:	\$250,000.00	Rate Class:	Preferred Elite Non-Tobacco User
<hr/>			
Agent Information:			
Name:	Student TestID12	e-Mail:	XXX@email.com Agent Phone: 555-888-8888

- The Fulfillment Center at Hooper Holmes will immediately begin the process by calling the Client and obtaining the remaining application information. This Drop Ticket will remain active for 30 calendar days. It is critical for the interview to be conducted within that timeframe. Hooper Holmes will contact the FP directly if any of the following situations occur:
 - Client changes his or her mind and no longer wants to pursue the application
 - Hooper Holmes is unable to schedule the client interview within the 30 calendar days
 - Client requests a change to critical information (e.g. Product, Face Amount, Riders, etc.)
- The FP will receive an email notification when Hooper Holmes completes the interview and sends the application to the Client to be electronically signed.
- After the client electronically signs, the case will be sent to the BGA so they can attach the BGA coversheet and submit the case to AXA Equitable for processing. The FP will receive an email notification at this point containing a link to access the fully completed application and paperwork.
- Once the case is submitted to AXA Equitable, it will be available on the website as all New Business Cases are today.

Hooper Holmes, Inc.

Hooper Holmes, a vendor with a longstanding relationship with AXA Equitable, was recently engaged to perform tele-underwriting services for the company. They provide health risk assessment services including medical exam, data collection, and laboratory testing services to carriers within the insurance industry through a presence in local markets in the United States and a network of examiners.

Some key points to highlight:

- Only Term (except TermOne) life insurance product applications can be submitted through this process.
- Term to term replacements can be submitted; other replacement transactions are not allowed.
- No special application or forms are required.
- Payment with application is not currently available.
- Drop Ticket and applications are completed, signed, and submitted electronically.
- Reg 60 paperwork will continue to be done for E-Forms for Life.

Marketing Resources

- What Happens Next: Client flyer outlining what clients can expect after a Drop Ticket is submitted
- Drop Ticket Benefits: Financial Professional flyer outlining the benefits of Drop Ticket

Summary Report- Drop Ticket

Please print a copy of this confirmation for you and your client.

Account Number: 71711

Agent Information

Agent Name: Student TestID12

Agency: TestAgencyCode

Agent Phone: 555-888-8888

Agent Email: pat.taverna@axa-equitable.com

Proposed Insured Information

Name: TestFirstName TestLastName

Street Address: TestStreet

City: TestCity

State: AL

Zip Code: 11111-1111

Date of Birth: 01/20/1955

Gender: Male Female

Email: ptaverna@mony.com

Phone: (555) 111-1111 Daytime

Best Time to Call: 1:00

AM

PM

Special Calling Instructions/Life Remarks:

No Special Calling Instructions or Life Remarks

Owner Information

Is the Proposed Insured the Owner? YES

Owner Name:

Owner Type:

Relationship:

Quote Information

Product Name/ Term Period: LEVEL TERM 10 SERIES 151X Amount of Insurance: 250000

Disability Premium Waiver Rider

Children's Term Insurance Rider \$ _____

None

Replacement Information

Does the Proposed Insured have existing Life Insurance? NO

Does Owner have existing Life Insurance?

Does Proposed Insure plan to replace any of the existing contracts?

Does Owner plan to replace any of the existing contracts?

Is this a Term to Term replacement?

Is this a Term to Term replacement for both PI and Owner?

Summary Report- Drop Ticket

PI Other Insurance

Name Of Company	Total Amount	To Be Replaced, Changed or Affected?

OI Other Insurance

Name Of Company	Total Amount	To Be Replaced, Changed or Affected?

Beneficiary Information

Beneficiary Type	Beneficiary Name	Relationship	%
Individual	TestBeneFirst TestBeneLast	Child	100

Producer Attestations

- I am a duly licensed life insurance agent in the state in which the proposed policy owner resides. The plan and amount of insurance is suitable for the proposed policy owner's insurance needs and financial objectives. The policy is being procured primarily for the purpose of protecting the proposed insured's family or business from an actual risk of loss. There is no intention to use or transfer the policy for any pre-death financial settlement, such as a viatical settlement, senior settlement, life settlement, or for any other settlement in the secondary market. The premium for this policy will be paid by the proposed policy owner. The policy being applied for is not the subject of prohibited premium financing program and neither I nor, to my knowledge, any other producer or other third party will pay any portion of the premium for the policy or otherwise engage in any rebating associated with this policy. I have inquired about the source of the proposed policy owner's assets and incomes. All forms required to be delivered at the time of solicitation, have been delivered to the policy owner.

- I authorize Hooper Holmes's call center to obtain information necessary to complete a life insurance application resulting from my submission of this Drop Ticket. Any information requested or other questions raised by the proposed insured and policy owner will be handled by a trained call center representative or a properly licensed individual in the Hooper Holmes call center as necessary. I have confirmed that the proposed insured and owner/applicant or family member is not of or associated with a foreign military, government or political official. I have obtained sufficient information about the prospective policy owner to mitigate the risk of money laundering, terrorist activity and/or any associated funding, and to avoid doing business with a sanctioned individual or resident of a sanctioned country.

- I have verified the identity of the proposed insured and owner by reviewing the appropriate document(s) such as driver's license, passport or other Government ID. I am not aware of any information that would adversely affect the Proposed Insured or Owner's eligibility, acceptability or insurability. I, or another appropriately licensed employee or staff member in my office, will personally review the application created from this data and information provided by the proposed insured and owner and contact him or her or them concerning any incomplete or inconsistent information, and I will not deliver the policy unless I have completed a review and am satisfied that the policy, application and all attached papers, if any, are complete and accurate to the best of my knowledge.

- I acknowledge and agree that clicking the "I Agree/Submit" button below constitutes my signature on this form and has the same effect as if I personally signed my name by hand in agreement with (i) the information provided in the summary form and (ii) all of the attestations set forth above. I authorize Hooper Holmes's call center employees to affix my signature to the life insurance application and all other forms required to be completed during the application process by AXA Equitable or its affiliates.

e-Signed by Student TestID12

 Signature of Licensed Professional/Insurance Broker

04/11/2013 11:55:32 AM

 Dated on (mm/dd/yyyy)