

PRESS RELEASE

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MorganAsh calls for Providers to publish their non-disclosure figures

- Will remove confusion over different types of Tele-Interviewing
- Measures delivery rather than method
- Quicker than waiting for claims stats
- Easier and more representative to measure
- Simple to compare

Financial Advisers are confused by the varying descriptions of Tele-Interviewing being undertaken, and find it difficult to compare the new business methods being used. Not only are there differences between Big T and little t, but Big T can vary between just filling in forms over the phone, to a full nurse interview that replaces many of the GPRs.

Over the last year, we have witnessed many providers publish their claims and declined claims statistics, and this has improved transparency, but claims statistics are, by their nature, old and reflect previous experience and therefore may not represent the current position.

One answer to the above confusion is for providers to publish their non-disclosure statistics, as these can be easily measured and they give a good indication of the likely future claim issues. The level of non-disclosure rate depends on many aspects of the distribution channel and the processes adopted. It is much less for good Big T Tele-Interviewing with nurses, and not nearly so low for little t. It measures the performance of a Tele-Interview and the quality of the information obtained rather than the method.

There are many ways to measure non-disclosure. The most appropriate non-disclosure measure is to look at material non-disclosure (missing information that would have led to a change in the underwriting decision compared to the GPR). It is suggested that only cases with material non disclosure with variations of more than +50% are included, as these are within normal error rates. To measure this, the Provider collects a GPR, in addition to the normal manner of processing applications. The decisions are compared for the two sources of information, and the percentage reported is the percentage of cases that have a different underwriting decision when underwritten from the GPR. Not all cases with non-disclosure will lead to a claim, so the rate of total non-disclosure does not translate to the rate of declined claims.

MorganAsh prides itself on the quality of customer service and the information obtained from the interviews. MorganAsh collect 70% more information than traditional paper application form methods. To-date MorganAsh has completed over 70,000 Tele-interviews and has zero contested claims.

MorganAsh launched a Tele-Claims service in conjunction with SCOR Global Life (UK) in late 2007.

MorganAsh is authorised and regulated by the UK Financial Services Authority.