



SMALL GUIDE, BIG CHANGES.

CIGNA TOOLS & SERVICE ENHANCEMENTS
APRIL 2021

Quicklinks

BPMs by
location

Commission
update

Specific
injury

eApp &
underwriting
approach

Adviser
Hub

Cigna
snapshot

Introduction



Gail Costa
Chief Executive Officer
Cigna New Zealand

A NOTE FROM GAIL COSTA

You talked, we listened.

Cigna is committed to ensuring New Zealanders continue to have access to quality, independent financial advice.

We've continued to work closely with Advisers to understand where we could make improvements to our tools and services to transform both the advice journey and the way we welcome new customers.

One of the things we heard was that a connected advice journey seamlessly transitioning from the initial quote all the way through to point of acceptance was key to making it easier to do business with us. And – having a product offering that your customers could be confident would meet their needs not only now, but in the long-term was also key.

Thanks to your feedback and support, the latest enhancements to our tools and service offering are ready to launch.

We've made over 70 product enhancements, upgraded the technology you use to do business with us, evolved our underwriting approach and updated our commission structure with market-leading features.

We've really enjoyed working with a number of you along the development journey to ensure the changes support the way you work and meet the needs of your customers.

Having been here for over 100 years and with a strong team backed by a global organisation, we're looking forward to working with you to support your customers.



**GLOBAL
BACKING**
OPERATING IN CLOSE
TO 30 COUNTRIES
WORLDWIDE



195 MILLION
CUSTOMER
RELATIONSHIPS
WORLDWIDE



RANKED 13
IN THE 2020
FORTUNE 500
LIST

CIGNA SNAPSHOT



PROTECTING
NEW ZEALANDERS
FOR OVER
100 YEARS



450,000
NEW ZEALANDERS
PROTECTED BY
CIGNA NEW ZEALAND
POLICIES



(EXCELLENT)
FINANCIAL
STRENGTH
RATING



**A SPECIALIST
INSURANCE PROVIDER**
OFFERING LIFE INSURANCE,
INCOME PROTECTION INSURANCE, TRAUMA
INSURANCE, FUNERAL INSURANCE,
AND TRAVEL INSURANCE
PRODUCTS AND SERVICES

ADVISER HUB

► **Adviser Hub is your key portal to everything you need to work with us and now has the functionality to work with our online quote tool and our new eApp.**

From Monday when you go to access our Adviser Hub, you'll notice it looks a little different. You'll still be able to easily find all of the resources you need but we've made some changes to the look and feel and made some upgrades to improve your experience.

Behind the scenes we've moved the platform to Salesforce to support its integration with our new eApp and our Quote tool and we will continue to make upgrades in the future.

What's changing?

- ▶ It's going to look slightly different, but everything you need is still there and in the same place.
- ▶ Any users with existing usernames will be sent an email in the next few days with a new username created for you and you will be prompted to create a new password.
- ▶ To get a code to access Adviser Hub and start doing business with us, please contact your regional Business Partnership Manager.

[Home](#)[Create Quote](#)[Retrieve a Quote](#)[Retrieve an Application](#)[My Business](#)[Policy Search](#)[Resources](#)[Contact Us](#)[Joe Adviser](#)

Welcome to the Adviser Hub

Your one-stop connection to all things Cigna

Like you, we think that everyone deserves access to quality, independent financial advice. We've been looking out for New Zealanders for over 100 years and look forward to helping your customers protect what matters most.

Create a quote

Use our online tool to create a quote.

[Get started](#)

Cigna Life Insurance NZ Limited ("Cigna") has an A (Excellent) financial strength rating which was given by A.M Best Company Inc.
[Find out more](#)

[Contact us](#)[Legal information](#)[Privacy statement](#)

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**New look
from
12 April**

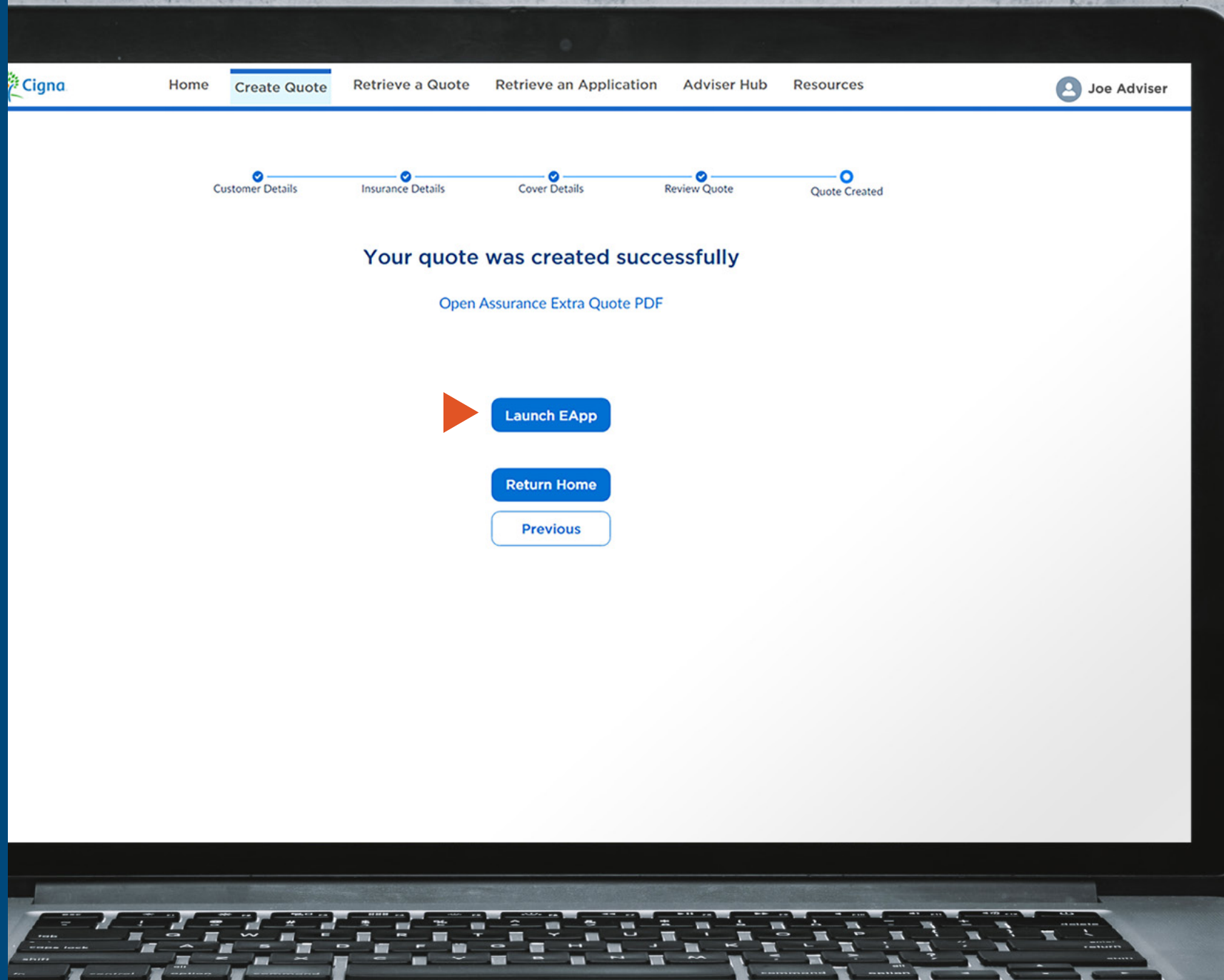
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eApp



Move from quote to application in just one click

- ▶ Once you've completed a quote you can simply click "launch eApp" to begin the application process. No separate log-in and password required, no double entering of customer details, just click and go.





Faster underwriting decisions

- ▶ Having our underwriting engine built into our eApp will provide you with faster underwriting decisions. The tool is based on one set of questions and will make decisions based on the information provided by your customer, meaning many of them will be accepted on the spot.



Instant cover

- ▶ The automatic underwriting process and eApp's connection with our policy administration system means many customers will have their cover accepted and issued straight away. Our eApp can offer cover for non-standard customers with loadings and exclusions, allowing your customer to have their policy issued immediately.



Customer share function

- ▶ Our eApp has a share function to send underwriting questions to your customer, meaning they can enter information in their application prior to or instead of a face-to-face meeting.

The screenshot displays the Cigna eApp interface. At the top, the navigation bar includes 'Home', 'Create Quote', 'Retrieve a Quote', 'Retrieve an Application', 'Adviser Hub', and 'Resources'. The user is logged in as 'Joe Adviser'. The main content area is titled 'Contact details' and contains a form for 'Joan Sample'. The form includes fields for Title, First name, Last name, Date of birth, Mobile number, Email address, Residential address, and Occupation. A modal window titled 'Share with Your Customer' is open, showing a list of pages to be shared: 'Contact details', 'Existing insurance', and 'Underwriting'. It also includes a field to 'Confirm Your Customer's email address' and 'Cancel' and 'Share' buttons. A red arrow labeled '1' points to the 'Share' button in the top right corner of the main form, and a red arrow labeled '2' points to the 'Share' button in the modal window.



Amend quote feature

- ▶ You can make adjustments on the fly with our eApp's 'amend quote' feature.

Quicklinks

**eApp:
Technology
Training
Registration**

Adviser Hub

▶ **New look
from 12 April**

EVOLVING OUR UNDERWRITING APPROACH

- ▶ We've enhanced our tools and adopted a new market leading underwriting rules engine. This rule engine will seamlessly connect to our eApp and goes live Monday 12 April.



New short question set

- ▶ We've changed the way we ask questions to customers. We have moved away from long lists of questions about medical conditions to event-based questioning.



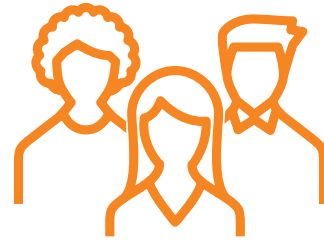
Easy to understand

- ▶ This means we've made it easier for your customers to understand what they are being asked and we are only asking them the things we need to know about.



Event-based questioning

- ▶ The event-based questioning is designed to, and has been proven to achieve increased disclosures which maximizes the opportunity to provide an underwriting decision immediately.



One set of rules for everyone

- ▶ Regardless of the level of cover your customer is applying for, there is only one simplified and reduced question set.



New approach applies to all our products and benefits

- ▶ This same approach can be used for IP, Mortgage Cover, Trauma, Waiver of Premiums and Life Cover, there are no restrictions or limitations.



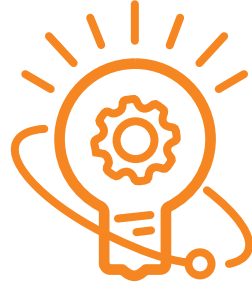
More time to work with you

- ▶ These changes mean our underwriting team will have more time to work with you directly on more complex or unique cases



You'll have more control

- ▶ This new approach will enable you to issue cover on the spot, refer applications to us when you'd like to discuss terms or talk to us about your customers who may have unique needs.



We'll continue to evolve our underwriting approach

- ▶ We are using technology that leads the market in countries such as the UK, Hong Kong, Ireland and Australia. It's highly flexible and adaptable meaning we can make changes quickly and continuously improve. Which we plan to do.

Using the rich data that this approach will provide us, along with your feedback, will help us to identify and shape future development opportunities.

SPECIFIC INJURY

- ▶ **Cigna's Specific Injury provides extra financial support for your customers when they have an accident and suffer an injury such as fractures or burns.**

Specific Injury Cover is an affordable, simple product with tangible benefits customers really relate to.

Why Cigna's Specific Injury Cover is different



We'll provide a higher payment for multiple limb fractures

- ▶ Imagine the difficulty of everyday tasks after breaking two arms. We recognise this and provide an increased benefit to support your customer's recovery.



Surgery cover

- ▶ Cigna's Specific Injury provides cover for your customers if they need surgery following an accident, even if it's not for one of the listed injuries. For example if a customer ruptures their Achilles tendon, it would be covered if they had surgery under general anaesthesia to repair it.



Cover for burns

- ▶ We're the only provider to include cover for second or third degree burns from an accident.

Other key benefits



Competitive Pricing

- ▶ Our competitive pricing varies by gender and occupation, but not by age or smoker status. Monthly premiums start from \$7.62 for women and \$10.36 for men, and that's for the maximum sum insured of \$5,000.



Covered injuries are defined

- ▶ Rather than using a category approach, we provide a table defining the injuries and the cover amount, giving certainty of what your customers will be covered for.



Product flexibility

- ▶ **Cigna Specific Injury can be taken out alongside another product from our Assurance Extra, Business Assurance or Agribusiness Extra ranges, including life or trauma cover, so, unlike others, it's not restricted to just income cover.**

**Please see the product brochure for eligible products and minimum qualifying amounts*



Lump sum payment

- Claims are paid as an upfront lump sum payment, meaning your customer won't have to wait each month to qualify or receive payment.



No offsets

- ▶ **There's no offsets to any benefit paid under Specific Injury, including payments received from ACC or other insurance policy.**



Available for a range of people

- ▶ This cover can provide additional support for a wide range of your customers, and even includes stay at home parents, students and part-time workers who may be limited on the cover they can get under other products.



When will my customers be able to take out Cigna's Specific Injury?

- ▶ The product officially launches on Monday 12 April which is when the product information will be live on our website and the collateral you'll need will be available on our online portal.

UPDATED COMMISSION STRUCTURE

► **From 12 April 2021 a new commission structure comes into effect.**

Updating our commission to include best in market features reflects our ongoing commitment to you and helps ensure New Zealanders have continued access to the quality advice you provide.

Our new simplified commission structure will give you greater flexibility to tailor your commission solutions and ultimately drive better outcomes for your customers and your business.



Renewal Commissions will now be paid from month two

- ▶ Our renewal commissions will now be paid from month two. The servicing of your customers doesn't start from month 13, it starts from the moment their policy is issued – and we've recognised that.

With the new regulatory environment you're now operating in, we acknowledge the extra time and work you'll be dedicating to your business. So we want to support you further as you work harder to protect your customers.



You're paid all the commission

- ▶ You put in the hard work to look out for your customers. All Advisers, regardless of persistency level and/or Group affiliation, will now receive 100% of our documented commission rates. We can help facilitate any splitting of commissions you need to do, but you are in total control of where it goes.



‘As earned’ payment option

- ▶ **Choice matters. So we’re giving you the option to receive your commission payments over the first two years, instead of upfront. With this option there’s no clawback if a policy was to lapse in the first two years.**



More flexibility with our discounting commission options

- ▶ To provide you more flexibility and options to suit your customer's needs, we're adding more selections to our discounting options and we've linked these to our spread commissions.

Non-Level	Standard (7.5% Renewal)	Spread Commission 15R	Spread Commission 20R	Spread Commission 30R
Base	230%	180%	145%	75%
5% discount	195%	145%	110%	35%
10% discount	155%	110%	70%	0%
15% discount	115%	70%	35%	N/A
20% discount	75%	35%	0%	N/A
25% discount	35%	0%	N/A	N/A
30% discount	0%	N/A	N/A	N/A

For more information, please get in touch with your Business Partnership Manager

Income Protection	Standard (7.5% Renewal)	Spread Commission 15R	Spread Commission 20R	Spread Commission 30R
Base	N/A	180%	145%	75%
5% discount	N/A	145%	110%	35%
10% discount	N/A	110%	70%	0%
15% discount	N/A	70%	35%	N/A
20% discount	N/A	35%	0%	N/A
25% discount	N/A	0%	N/A	N/A
30% discount	N/A	N/A	N/A	N/A

For more information, please get in touch with your Business Partnership Manager

Level	Standard (7.5% Renewal)	Spread Commission 15R	Spread Commission 20R	Spread Commission 30R
Base	190%	140%	110%	50%
5% discount	155%	115%	85%	25%
10% discount	125%	90%	60%	0%
15% discount	95%	60%	25%	N/A
20% discount	60%	25%	0%	N/A
25% discount	25%	0%	N/A	N/A
30% discount	0%	N/A	N/A	N/A

For more information, please get in touch with your Business Partnership Manager

HERE FOR YOU

Your Business
Partnership Managers



Chris Hand
› North Island
Regional Manager



Michelle O'Connell
› Auckland



Paul Sawyer
› Auckland & Northland



Phil Thompson
› Bay of Plenty & Waikato



Isaac Brothers
› Auckland



Steven Hillary
› New Plymouth,
Whanganui & Wellington



Carol Saxton
› Hawkes Bay, Manawatu,
Wairarapa & Wellington



Vacant
› South Island



Simon Prentice
› South Island



Mike Doherty
› South Island
Regional Manager



QUICKLINKS

**Meet our
Senior
Leadership
Team**

Adviser Hub

**Assurance
Extra**

**[cigna.co.nz/
adviser](https://cigna.co.nz/adviser)**