



# 2026 LIFE INSURANCE AND ANNUITY CONFERENCE

*The Power of Promise*

**Reimagining Life Insurance for  
the Modern Marketplace**

**LIMA** LOMA

 Society of  
Actuaries®

**ACLI**

**REGA**





**Rosmery Cruz**

*Lead behavioral data scientist*

RGA



**Donna Megregian**

*VP & Actuary*

RGA



# Simplifying the insurance customer journey is anything but simple



LIMA LOMA

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ACLI

RGAA



LIMA LOMA



Society of Actuaries®

ACLI





LIMA LOMA

Society of Actuaries

ACLI

RGAA

17 x 24

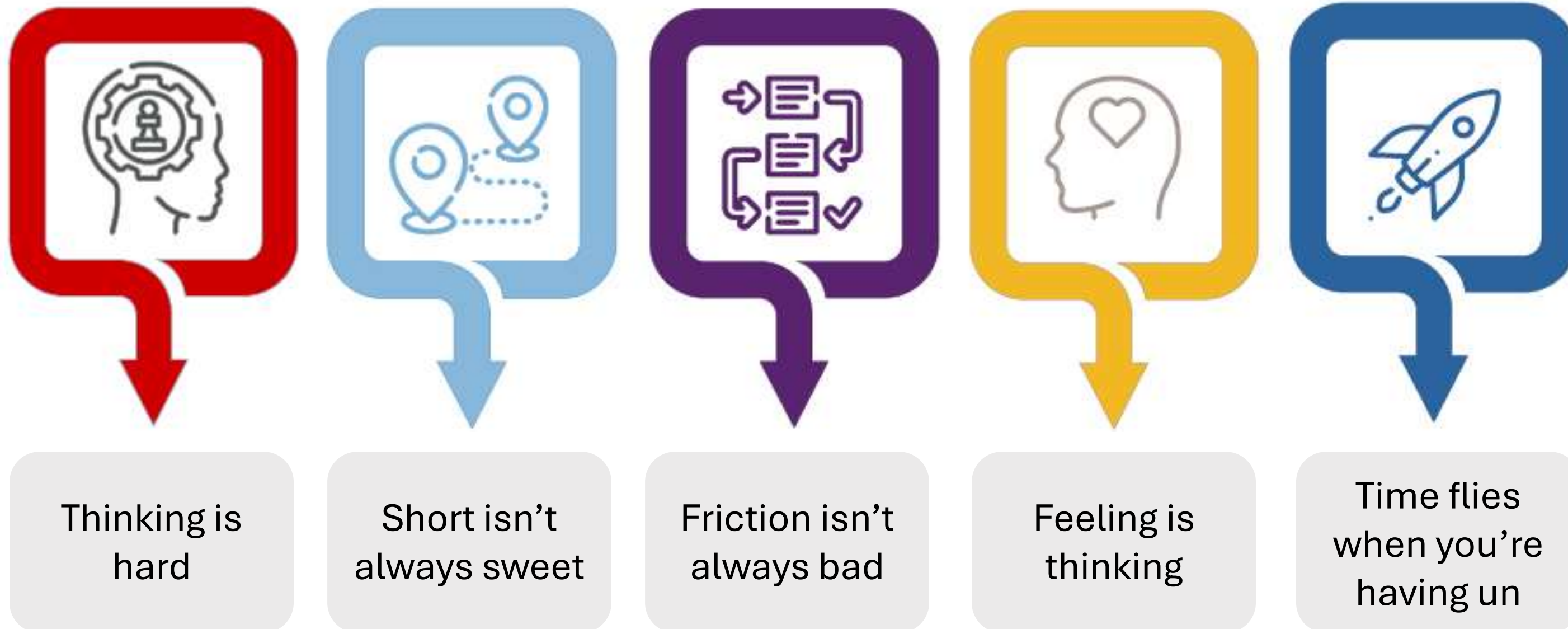


"True simplicity is derived from so much more than just the absence of clutter. It's about bringing order to complexity."

*Jony Ive – Chief designer of the iMac, iPod, iPhone and iPad*



# Guiding principles for designing for humans





## Streamlining sales



# 40% Don't buy life insurance due to knowledge gaps



- Only 28% of life insurance material is understood
- Identifying policy types separates owners from non-owners
  - Ability to distinguish term vs. permanent life insurance is a key milestone for gaining perceived life insurance knowledge
- Reaching this milestone Increases:
  - Likelihood of purchasing for prospects
  - Maintaining adequate coverage levels for insureds

Lack of comprehension - A major barrier to life Insurance ownership

# Poor comprehension limits renewal acceptance

**Subject:** Your quote request



Dear Maria Citizen,

Please find attached the quotes requested. Should you wish to proceed, please sign the relevant quote and send it back to ABC Insurance.

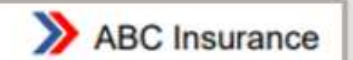
Kind regards,

ABC Insurance

**We're here to help**

Thank you for choosing us to meet your financial needs. If you have any questions, please call us on 133 123.

## Flexible Protection



Protection Plan (Ordinary)

Illustration for Maria Citizen

Plan details	
Plan number	VT12345678
Class of business	Ordinary
Plan anniversary	12/05/2022
Plan start date	12/05/2003
First insured person	Maria Citizen
Second insured person	
State of residence of first insured person	NSW
Payment frequency	Monthly
Current premium	\$1,760.46

### Part A – First insured person's details

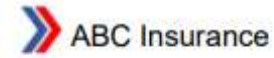
Maria Citizen's Details			
Date of Birth:	27/01/1965	Type of Cover:	Linked
Age (at plan anniversary):	57	Premium Type:	Stepped
Sex:	Female	CPI Linked:	Yes
Smoking status:	Non-smoker		

Insured amount for Maria Citizen		Medical assessment	
Death cover:	\$500,000	Death cover:	Standard
TPD cover:	\$500,000	TPD cover:	Standard
Trauma cover:	\$250,000	Trauma cover:	Standard
Smoking status:	Non-smoker	Trauma exclusion:	None
		Waiver of premium:	Standard



# Boosting quote comprehension and acceptance

Subject: Your quote request



Dear \_\_\_\_\_

Please find attached the quotes requested. Should you wish to proceed, please sign the relevant quote and send it back to ABC Insurance.

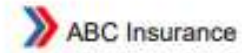
Kind regards,

ABC Insurance

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Thank you for choosing us to meet your financial needs. If you have any questions, please call us on 133 123.

Subject: Your quote request



\_\_\_\_\_ia Citizen,

**You recently requested a change to your Flexible Lifetime Plan.**

A sudden death, disability or serious illness may place financial stress on those who depend on you. If this happens, your Flexible Lifetime Plan can provide financial support to help your loved ones pay their living expenses including their mortgage or bills.

We're pleased to provide a quote for your continued coverage.

Your **new monthly premium will be \$1,468.73**, which is a **reduction of \$291.73** compared to your current premium.

As a result, your cover and insured amounts will be:

- Death cover will change from \$750,000 to \$500,000
- Total and Permanent Disablement (TPD) will change from \$750,000 to \$500,000
- Trauma cover will remain the same at \$250,000

The quote attached to this email is **only valid for 30 days**, so you must sign and return the attached quote to us before **31/08/2022**.

You can accept this quote in 3 simple steps:

1. Review the attached quote
2. Sign the quote (electronic signature is acceptable)
3. Send the signed quote to [ask@abcinsurance.com.au](mailto:ask@abcinsurance.com.au)

Yours sincerely,

ABC Insurance

**We're here to help**

Thank you for choosing us to meet your financial needs. If you have any questions, please call us on 133 123.

EMOTIONAL

COGNITIVE

BEHAVIORAL



IMPACT

## COMPREHENSION

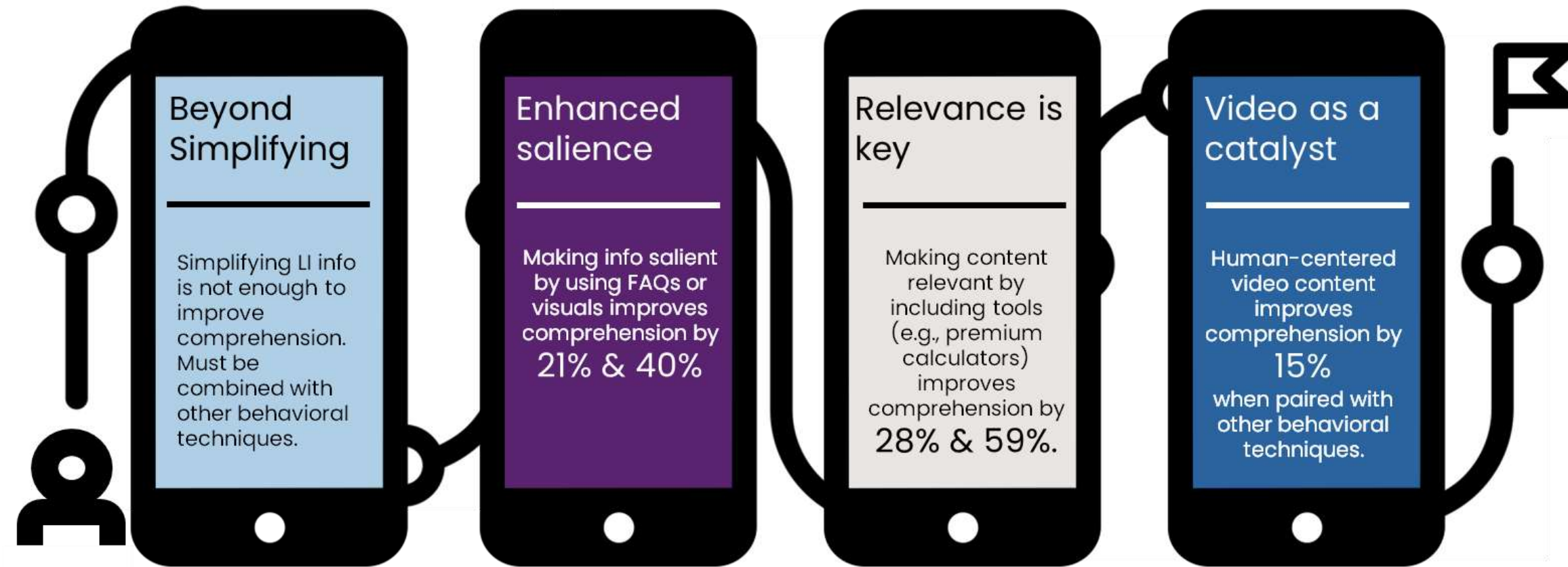
- Correct answers ↑ from less than 1/3<sup>rd</sup> to almost 2/3<sup>rd</sup>
- Time to answer ↓

## RETENTION

- Renewal ↑ 48%
- Cancellation ↓ 32%
- Do nothing ↓ 29%



# Strategies to improve understanding in life insurance sales



**UP TO 59%  
IMPROVEMENT IN  
COMPREHENSION**

## Demonstrated the power of:

Colloquial language

Salience

Good messengers  
are important for  
comprehension

Positive friction

Emotional engagement

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# Positive friction increases engagement and comprehension

## Face the future

### Do you have enough to keep your family going?

In a few questions, find out about life insurance and what the lump sum means for your family's future, based on what's important to them.

[Let's Begin!](#)

[How does it work](#)

Step 1 Step 2 Step 3 Results

### What's your family like?

They come in different shapes and sizes.  
Use the + sign to add your family members.

	0 Adults	+ -
	0 Kids	+ -
	0 Pets	+ -

[Next >](#)

[Why is this important?](#)

Step 1 Step 2 Step 3 Results

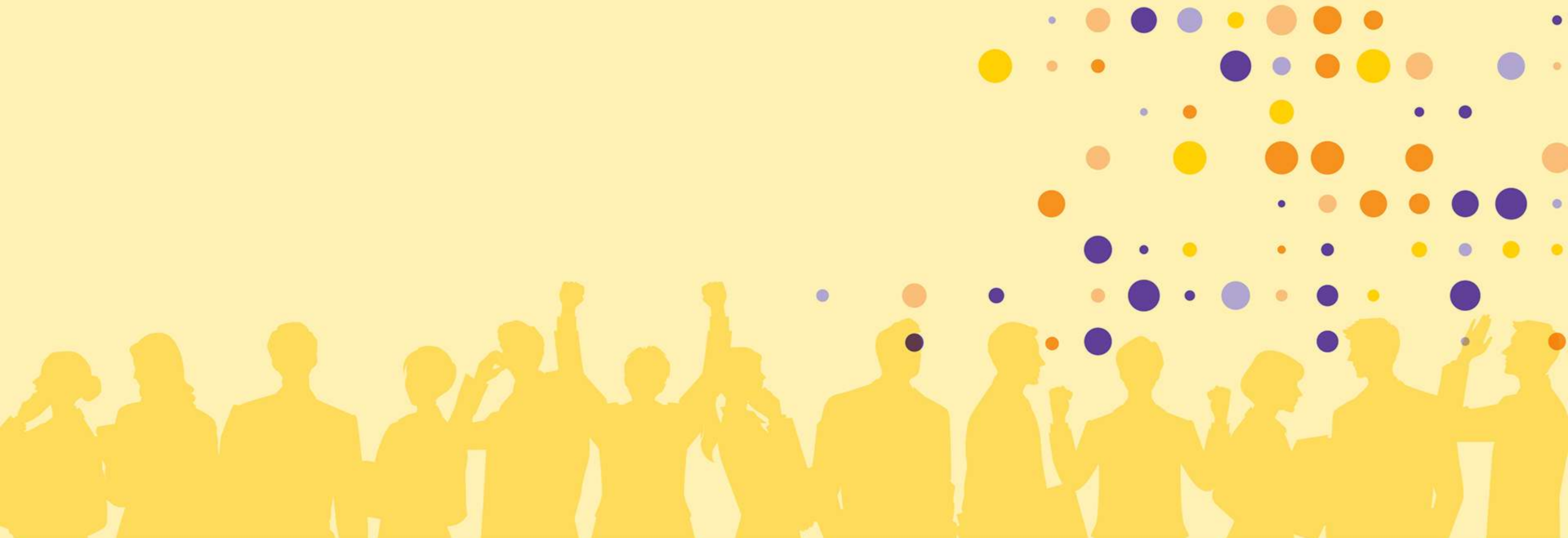
### Future. Sorted.

Understand life insurance, make sense of the lump sum and get your family future-ready.

We've assumed your children will be financially independent in 20 years. Do you want to change that?

- 20 YEARS +

BASIC	MODERATE	COMFORTABLE
Taking care of life's necessities.	Helping your family live life well.	Giving your family the best possible future.
<b>£443,000</b>	<b>£579,000</b>	<b>£814,000</b>
LIFE'S ESSENTIALS	LIFE'S ESSENTIALS	LIFE'S ESSENTIALS
<b>£356,000</b>	<b>£356,000</b>	<b>£356,000</b>
Pay off mortgage £236,000 Monthly bills £120,000	Pay off mortgage £236,000 Monthly bills £120,000	Pay off mortgage £236,000 Monthly bills £120,000
<a href="#">Show more</a>	<a href="#">Show more</a>	<a href="#">Show more</a>
<a href="#">Learn more &gt;</a>	<a href="#">Learn more &gt;</a>	<a href="#">Learn more &gt;</a>



# Understanding underwriting



# Broad underwriting questions increase cognitive load

Have you ever been diagnosed with, suffered from, sought medical advice for, or received treatment for any mental health condition?

Some examples include anxiety, post-traumatic stress, depression or schizophrenia.

- Yes
- No

# Specific questions clarify and simplify

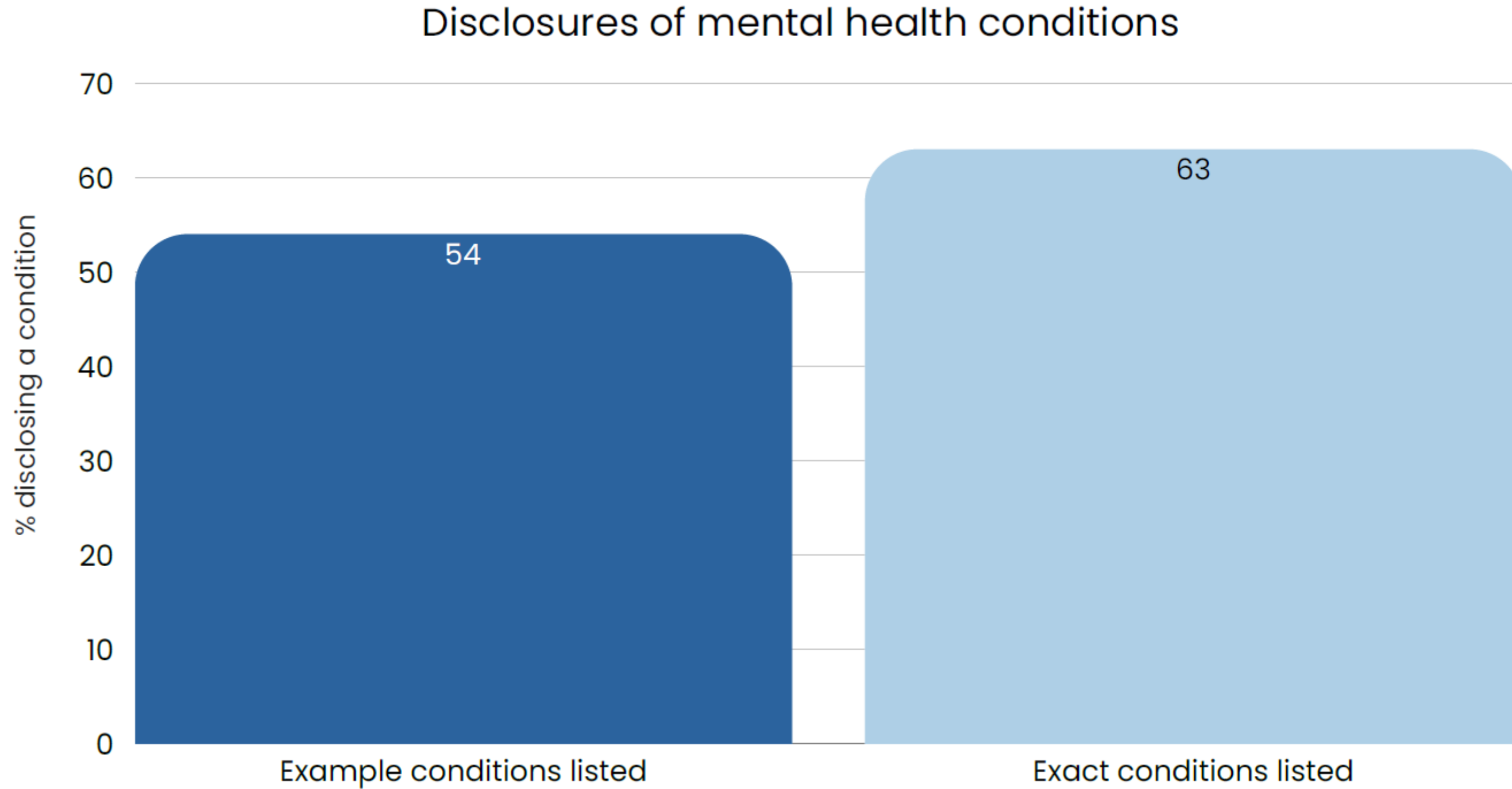
Have you ever been diagnosed with, suffered from, sought medical advice for, or received treatment for any of these mental health conditions:

- Any anxiety disorder including generalized anxiety, panic, or phobic disorder
- Any eating disorder including anorexia nervosa or bulimia or any other eating disorder
- Any form of depression
- Bipolar disorder
- Post-traumatic stress disorder (PTSD)
- Acute Stress Disorder or any other stress reaction disorder
- Schizophrenia
- Any other delusional, psychotic or schizotypal disorder
- Any sleep disorder, sleeplessness, chronic tiredness
- Obsessive compulsive disorder (OCD)
- Borderline personality disorder or any other personality disorder
- Any other mental health condition

Yes

No

# Specificity simplifies customer decisions



# Fewer questions ≠ easier experience

Have you ever been diagnosed, treated, tested positive for or been given medical advice by a member of the medical profession for any of the following: (Shown as a list. If "yes", circle all conditions that apply).

1. Any heart or blood vessel disorder(s) such as (but not limited to) coronary artery disease, chest pain, high blood pressure, high cholesterol, irregular heartbeat, congenital heart disease or defect, valvular heart disease, heart failure or heart murmur
2. Any disorder(s) of the circulatory system such as.....

# Separating items looks longer, but is easier

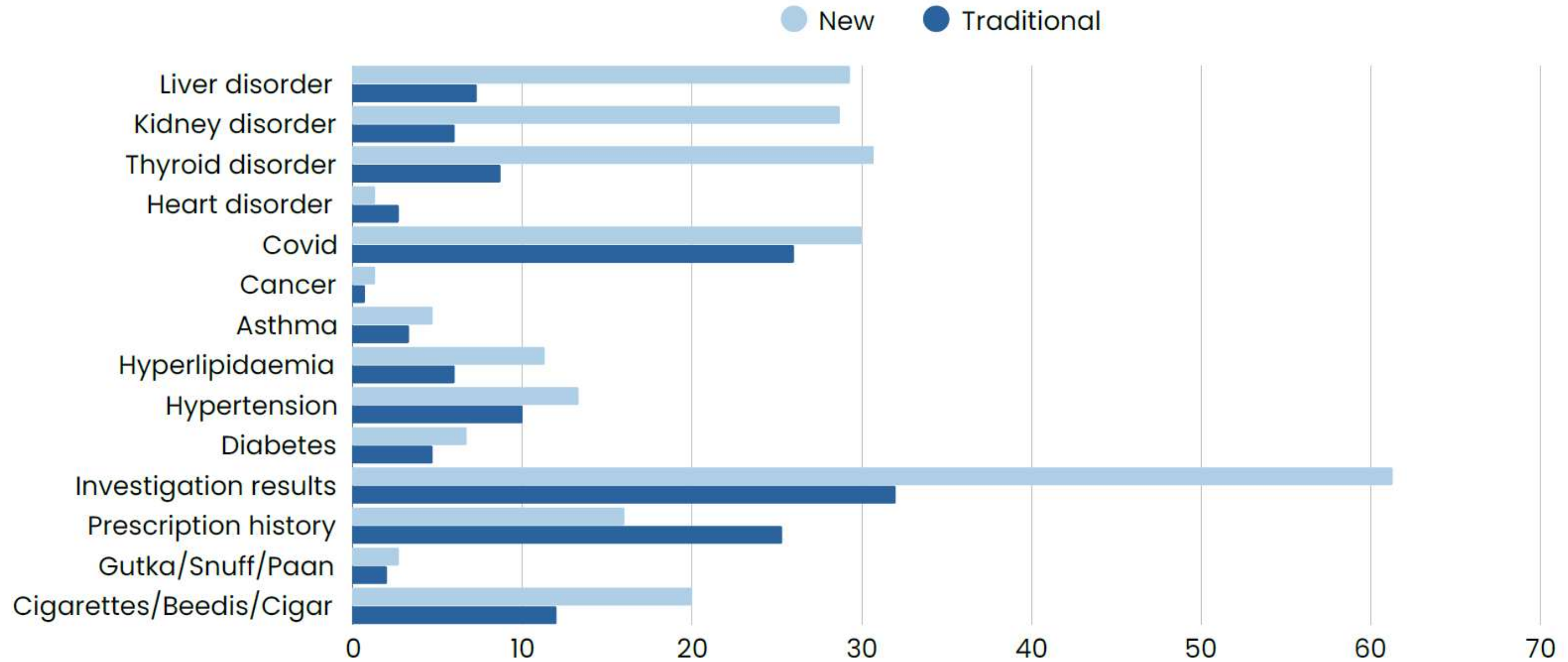
Have you ever been diagnosed, treated, tested positive for or been given medical advice by a member of the medical profession for any of the following:

1. Any heart or blood vessel disorder(s) such as (but not limited to)

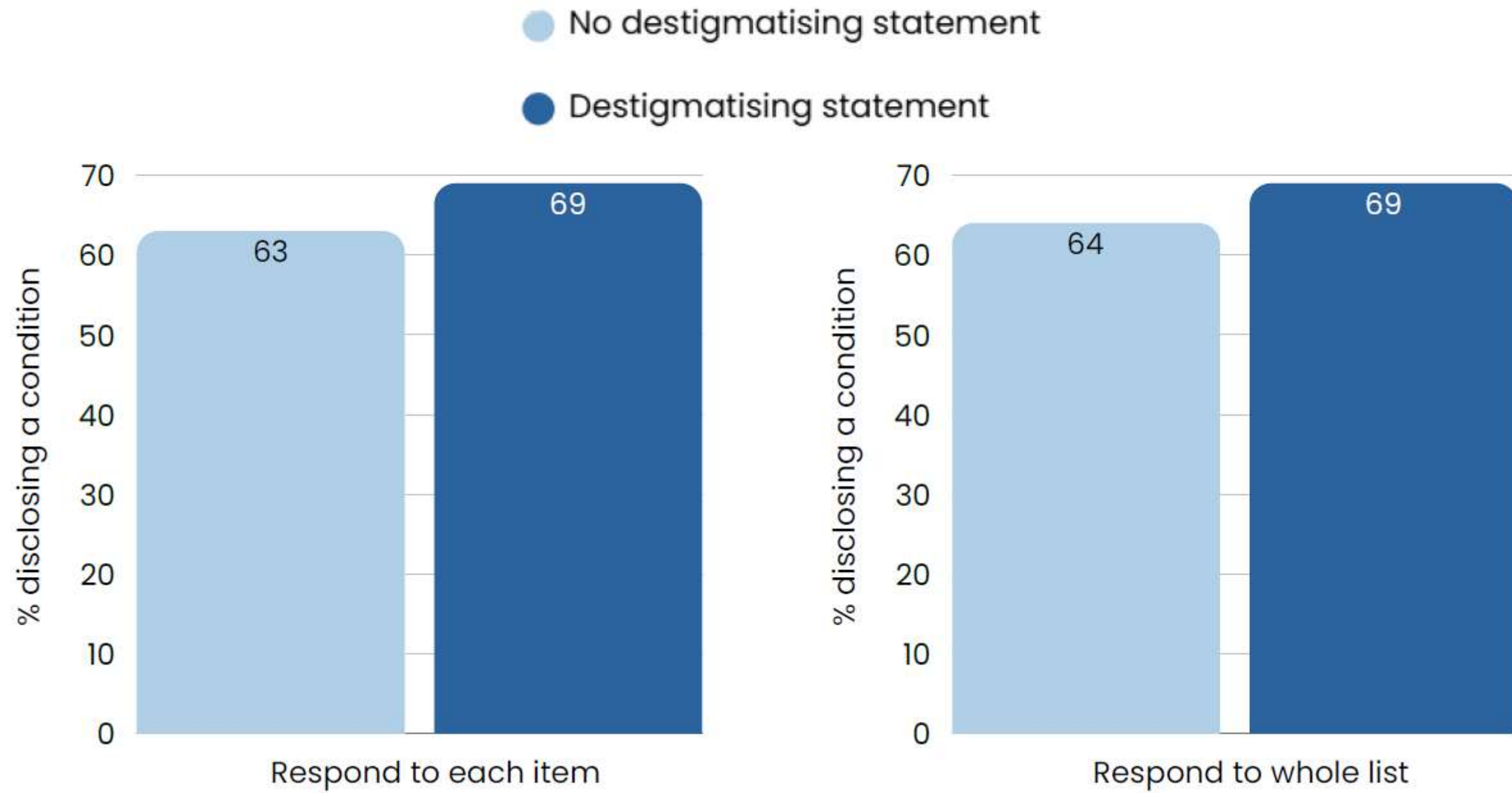
- Coronary artery disease
- Chest pain
- High blood pressure
- High cholesterol
- Irregular heartbeat
- Congenital heart disease or defect
- Valvular heart disease
- Heart failure
- Heart murmur

2. Any disorder(s) of the circulatory system such as.....

# Separate items: Higher disclosures, simpler interview

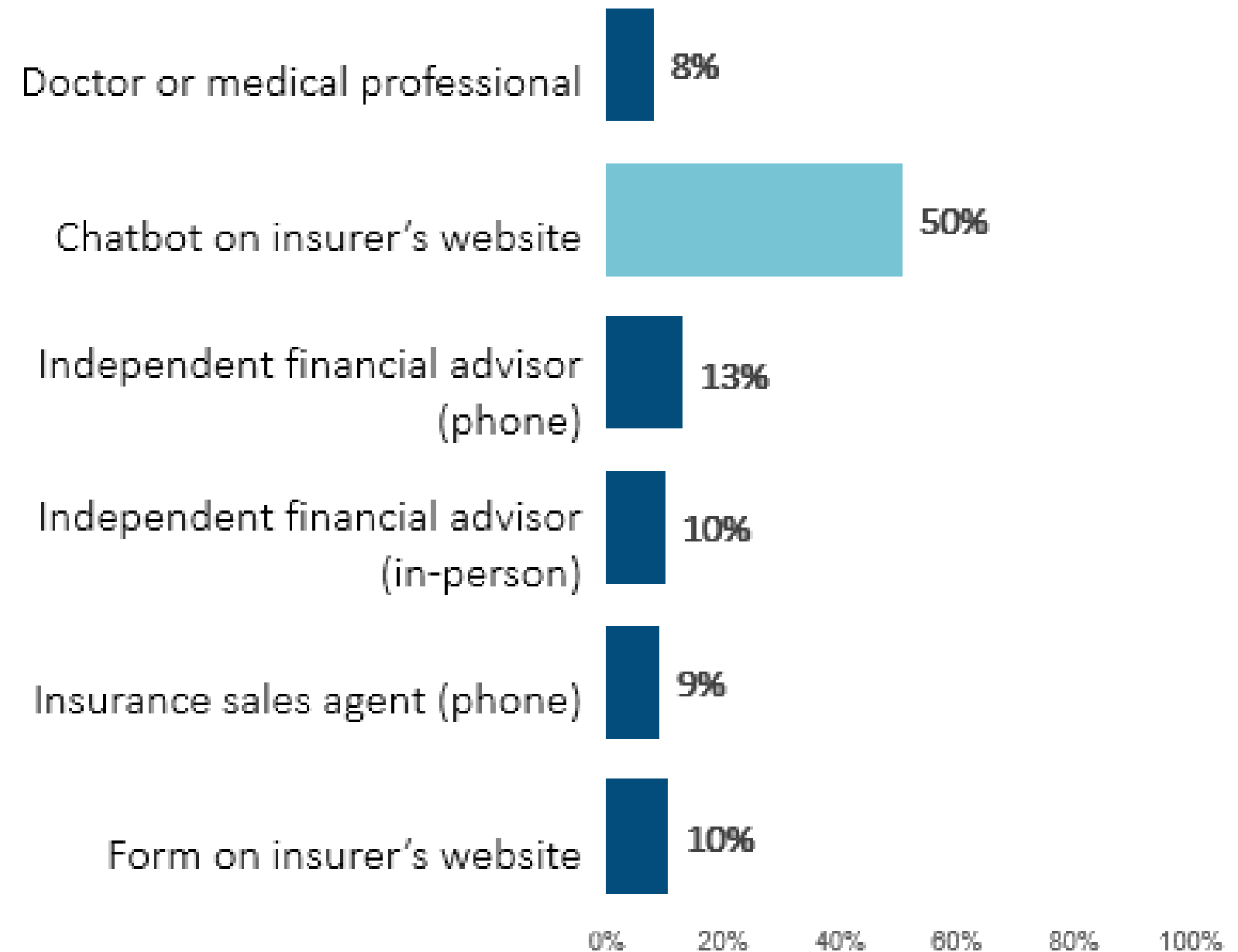


# Mental health stigma reduces disclosure



# Disclosure is easier via distant channels

## Preferred channels for mental health disclosure





## Crafting a claims journey



# Obtaining quality information in DI forms is challenging

## D. Occupation Details

1. What was your occupation at the time you became disabled?  
*If you are not self-employed please attach a copy of your Job Description to this form*

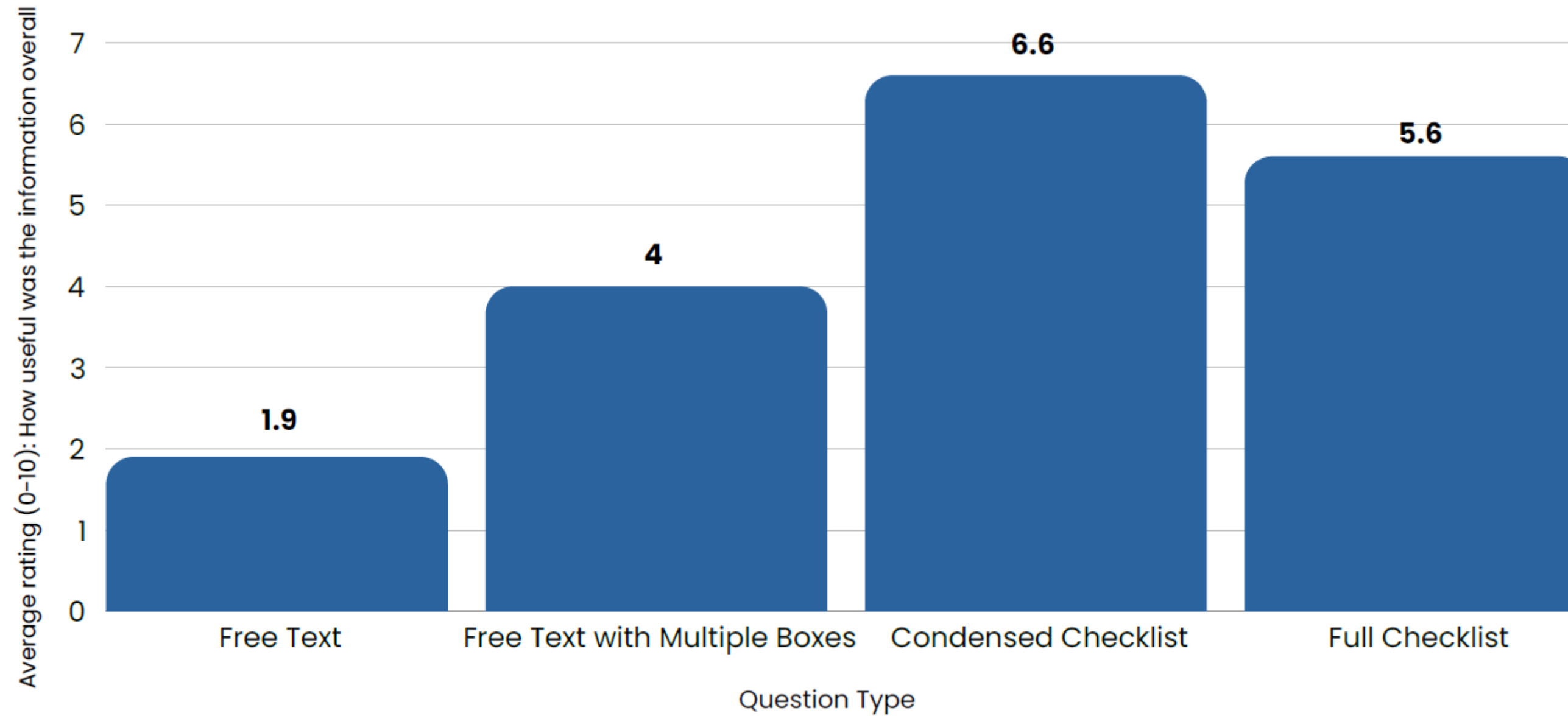
General Practitioner

2. Type of Employment: Part-time  Full-time  Casual  Other

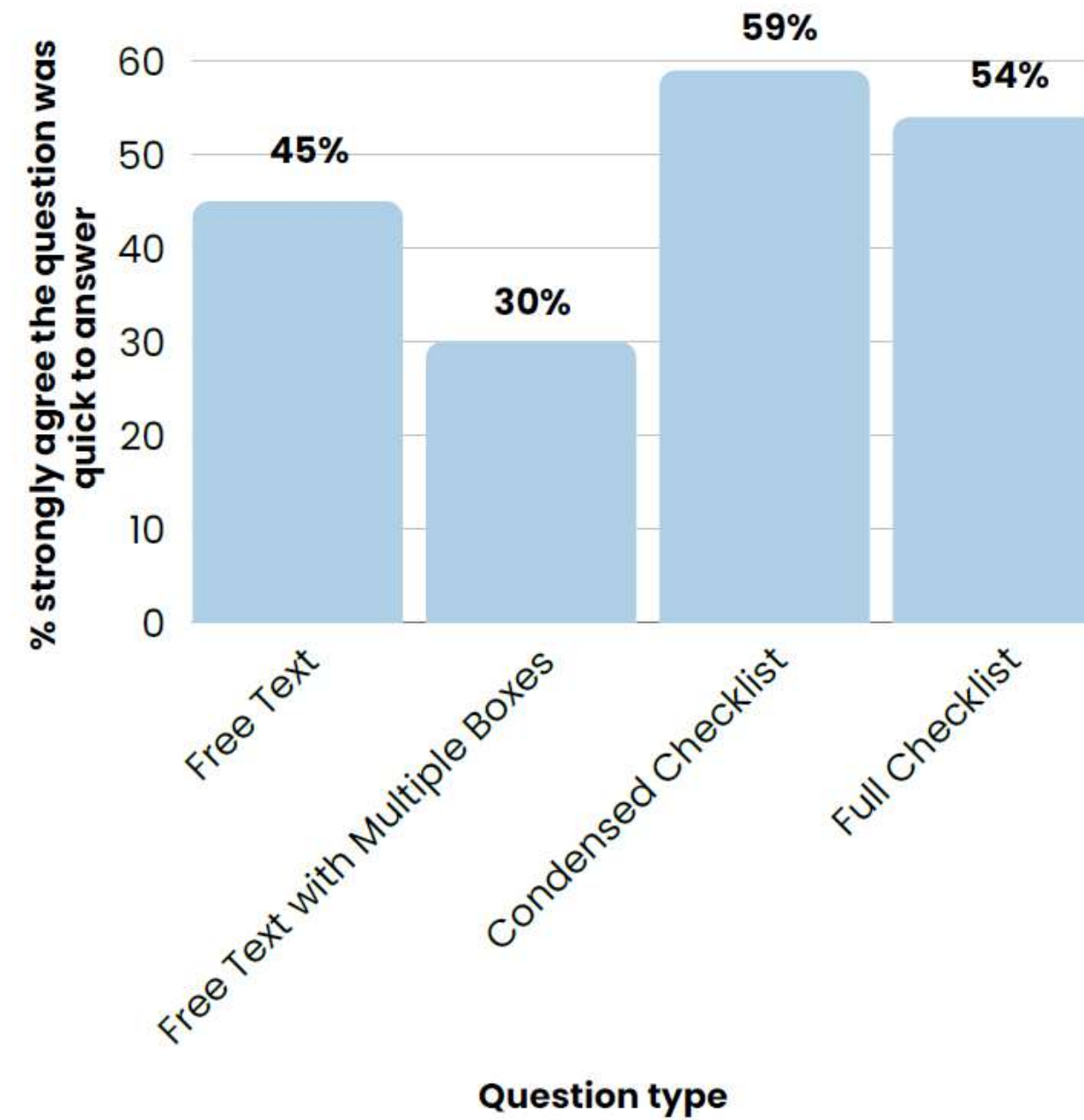
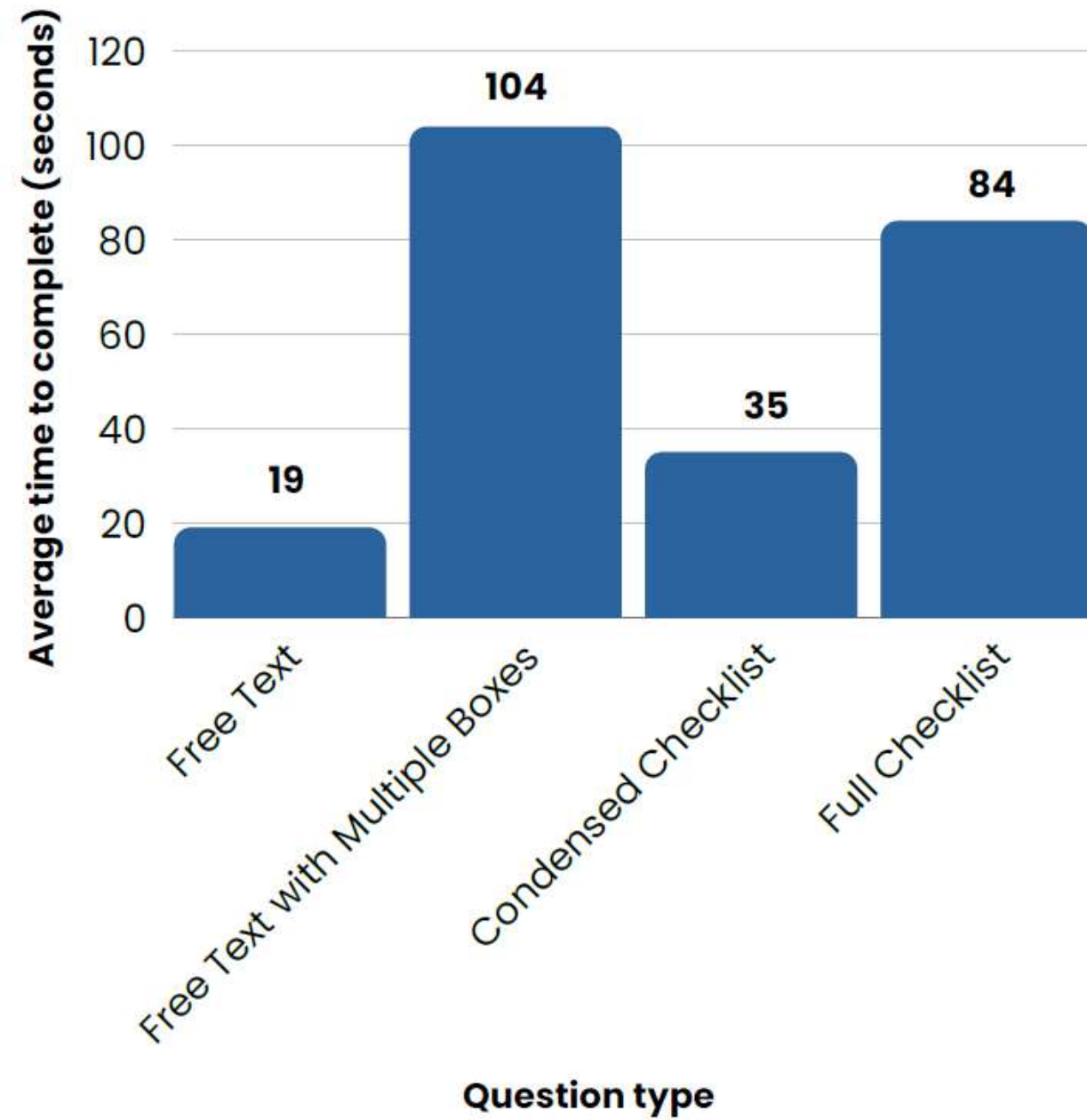
3. What were the specific duties of your occupation and what percentage of time did you spend performing each duty?

Duties	Time spent on duty %	Percentage of income generated %
General Practitioner	100%	100%

# Checklists improve information quality



# Checklists feel quicker, despite taking longer



# Simple communications with medical professionals

Which specific work duties is the patient unable to perform?  
Please provide details of the reasons for your opinion:

Which specific work duties is the patient able to perform?  
Please provide details of the reasons for your opinion:

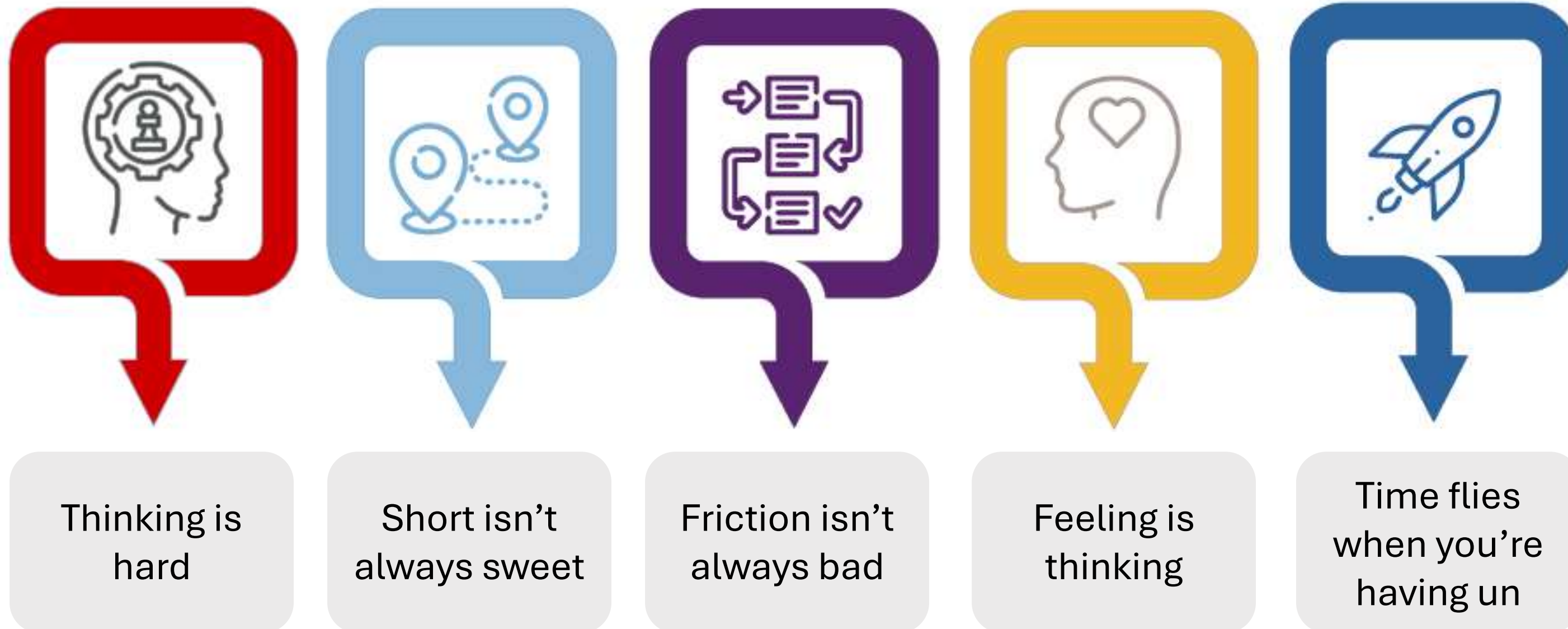
Unstructured forms are difficult, especially for busy people

# Simple communications with medical professionals

Ability	Functional ability	Comments: (e.g., frequency in workday, expected duration of temporary work restriction with usual posture breaks)
Pushing / pulling	<input type="text"/> kg	<input type="text"/>
Reaching above shoulders	<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="text"/>
Bending from waist	<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="text"/>
Kneeling	<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="text"/>
Squatting	<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="text"/>
Climbing stairs	<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="text"/>
Typing	<input type="text"/> Hours <input type="text"/> Mins	<input type="text"/>

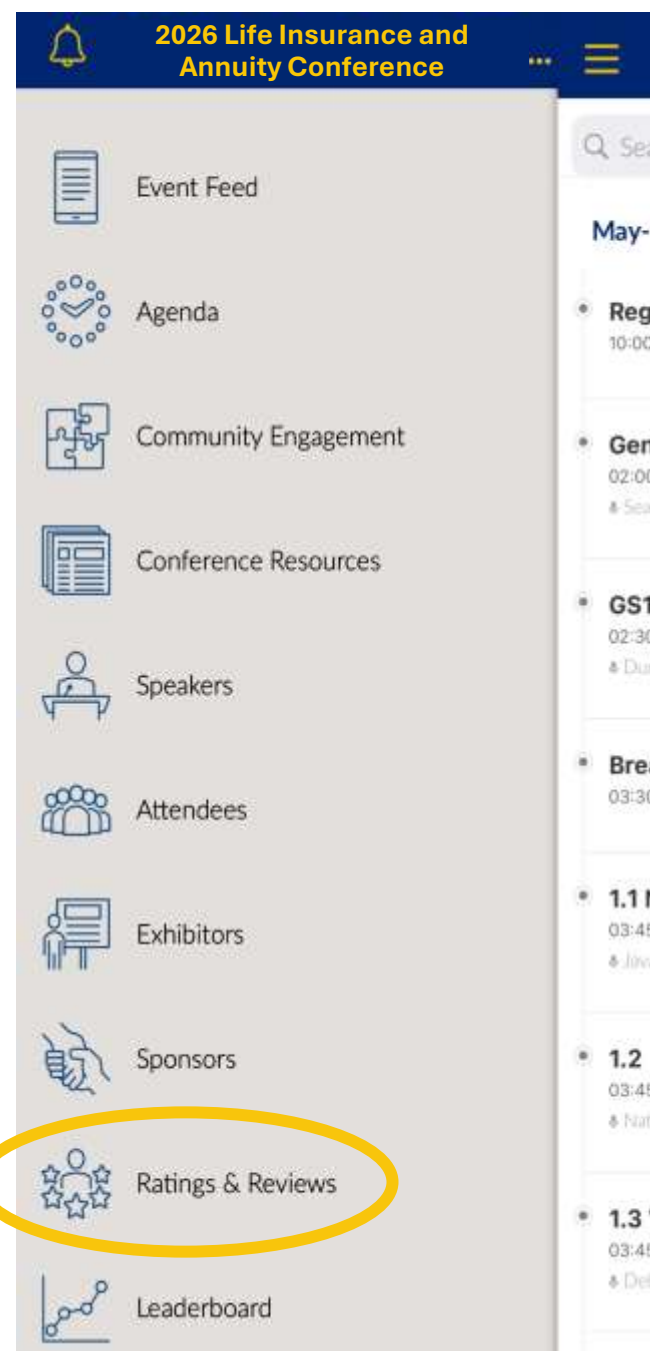
Structure brings order to complexity

# Guiding principles for designing for humans

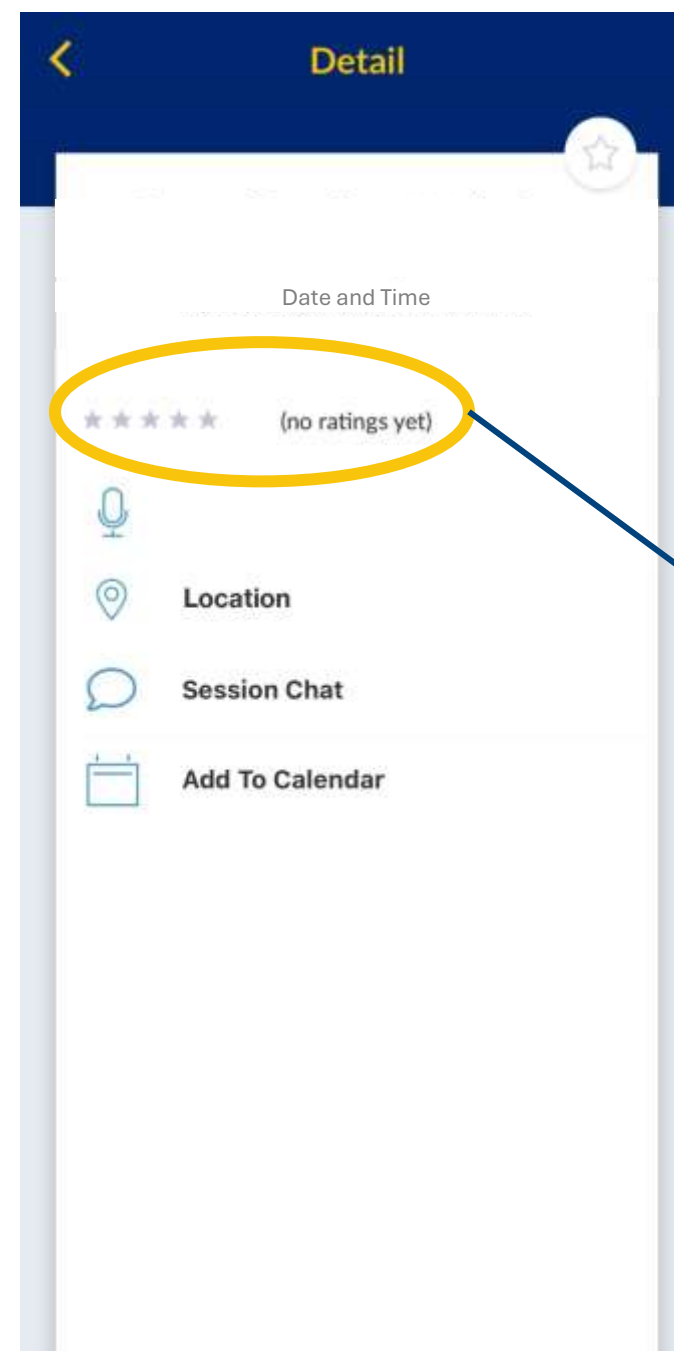


# We Value Your Feedback — Share It in the Conference App

## Module Option



## Agenda Option



# Thank You

