

SERVICE

COVID-19 Service Update

In light of the ongoing challenges associated with the COVID-19 pandemic, Prudential is announcing additional steps to help you navigate the rapidly changing environment and bring peace of mind to customers.

NEW BUSINESS LIFE APPLICATIONS

Recognizing the mounting need to minimize in-person interactions, and emerging challenges with obtaining medical information, Prudential's **end-to-end digital new business platform** mitigates those challenges and enables you to meet customers' needs by creating a seamless, technology-enabled experience. Please follow these steps for submitting new business, and contact your service team with questions about any of these tools.

- **Application Submission:** Please submit your new business through the **PruXpress Worksheet** (linked with **online eClient Interview**) or an approved Ticket Platform. Either method will enable you to initiate life cases without in-person contact with clients AND enable all cases matching the criteria to be considered through Prudential's PruFast Track (accelerated underwriting program), minimizing the need for additional medical requirements. **Please refrain from using the traditional "long form" application**, as this approach relies on in-person contact and typically requires more effort from the client and medical requirements.
- **Risk Assessment:** Prudential's Underwriters are committed to assessing cases with minimal medical requirements. **Maximizing the number of cases that are assessed through PruFast Track is critically important to reduce the need for paramedical exams, labs, and attending physician statements (APS).** Cases will NOT be eligible for PruFast Track if medical requirements are submitted with the application or indicated to have been ordered. **To ensure as many cases as possible qualify for PruFast Track, Prudential will be taking on the responsibility for ordering medical requirements on all cases.** Additionally, **Prudential will be expanding use of electronic medical records (Human API) along with other methods to drive fast decisions with minimal requirements.** We understand that historically, some of our distribution partners have preferred to order requirements independently, but during these challenging times, the best approach is to allow Prudential to carefully assess the need for requirements and order directly, only if needed.
- **Electronic Policy Delivery: We must work together to move fully to electronic policy delivery in this environment, to meet customer needs for social distancing.** While traditional, paper policies will continue to be available on an as-requested basis, Prudential will shift to issuing the majority of policies in an electronic method. Specifically:
 - **eDelivery: eDelivery is available on all term policies and perm policies.*** The current eDelivery process requires a completed eConsent form prior to issue, and while work is underway to improve the process by moving the eConsent form to delivery, to simplify handling during these challenging times your case manager is available to work with you on in-the-mill cases that do not have a completed eConsent form, to change the delivery method to eDelivery, without requiring the eConsent prior to policy issue.

*Note the following eDelivery restrictions: *NY Replacement, Guam, Multiple-Owners, Trust or Entity Ownership, Juvenile, Survivorship, or Policies with Confidential Letters.*

Life insurance is issued by The Prudential Insurance Company of America, Newark, NJ, and its affiliates.

- **elssue:** *Includes all cases not eligible for eDelivery.* With this process, an email and link to the PDF policy (accessed through the PruXpress website) will be sent to the producer or BGA case manager. The producer may use the PDF policy for delivery with the client and must return the delivery paperwork to Prudential. This currently requires a wet signature on the delivery requirements; however, your case manager is available to discuss options to simplify this delivery process **including DocuSign and smartphone pictures of documents** as a temporary solution to address in-person meeting limitations. We expect this to be widely available within the next 3 – 5 business days.
- **Paper policies:** In unique situations where paper policies are requested, your case manager is available to provide assistance in situations where alternative mailing addresses are needed.

OPERATIONAL UPDATES

- **Process Changes in response to COVID-19:**
 - **File Closures:** In situations in which cases are closed due to outstanding pre-issue requirements, Prudential will be extending the period of time in which cases can be reopened by 30 days on COD (cash on delivery) cases. Extensions will not be available for pre-paid cases unless there is assurance that the final requirement is en route to Prudential.
 - **Placement period extensions:** An extension of 30 days is available for all COD cases. Placement extensions will not be available for pre-paid cases unless delivery can be completed within 5 days (and a new MIB will be requested along with a Good Health Statement).
 - **Not-taken reversals** will be restricted to 30 days (new MIB to be run on all cases and Good Health Statement required).
- **1035 Exchanges:** Other carriers have indicated that there may be delays processing 1035 Exchange funds, so please understand that there could be longer than anticipated delays with these requests based on the response time from other carriers. Outreaches will continue to be made to confirm other carrier receipt of the 1035 fund request.
- **[Life Exam/Lab Vendor Update](#):** Prudential is working closely with our vendors and actively monitoring the impact and spread of COVID-19. Ensuring our applicants' safety, as well as the safety of the individuals who work for our vendors, is critically important. While we have received confirmation from the Paramedical vendors that exams can be completed in most states without restrictions, we are partnering with the Paramedical vendors to determine the volume of cancellations and reschedules. Please keep an eye out on PruXpress.com for more information.
- **Your New Business Case Management resources continue to be available to you, with no changes in operation hours.** New business work will be prioritized each day based on pending and incoming volume. High-priority work like Application Data entry, Policy Issuance, and Placement will be given the most focus. At this time, **there could be delays of up to 5 business days beyond our normal processing times in many areas.**

Life insurance is issued by The Prudential Insurance Company of America, Newark, NJ, and its affiliates.

- **Life Commissions** will be prioritizing work each day based on pending and incoming volume. High priority work that impacts compensation will be given the most focus. At this time, there could be **delays of up to 10 business days** beyond the normal service time for Transfers/Service Agent Change requests. Please do not submit second requests or follow-ups, as this will contribute to further delays.
- **Post Issue** will prioritize work each day based on regulatory requirements. Variable financial transactions, COVID-19 related requests, and death claims will have the highest priority, followed by all remaining financial transactions. At this time, there could be **delays of up to 5 – 10 business days** beyond our normal processing times in many areas to ensure that we are able to comply with our regulatory requirements.
- **Post Issue Contact Center**
 - Our contact center representatives are currently available only to assist with post-issue financial transactions and claims. You may experience higher than normal wait times for these calls. Hours of operation have also been modified to **8:00 am – 6:00 pm ET**. If your call is not related to a financial transaction, we kindly request that you use our automated voice response system or our website at www.prudential.com.
 - Please understand that email and phone call follow-ups on delayed cases will only contribute to further delays. Therefore, we appreciate your patience as we ask you to allow additional processing time for requests prior to a follow-up. To improve our responsiveness, we are continuously looking at ways to reallocate our resources, so you have the best experience possible. Additional updates will be provided as progress is made.
 - **Dedicated COVID 800 Number** – For any customer or loved one who has been directly affected by COVID-19, we have set up a special number (800-556-8527), recognizing that individuals may need assistance. While premiums should be paid on time and as billed, we will provide an extended time frame for payments, upon request. We will adjust time frames or requirements, as necessary, to comply with any new state or federal regulations.

Providing protection and peace of mind to our customers is what we do, and we do it well. Even amid challenging market conditions, we remain strong and ready to serve and support you and your customers. Thank you for your continued trust and partnership. We will continue to share further information as the situation develops.

Life insurance is issued by The Prudential Insurance Company of America, Newark, NJ, and its affiliates.