

## IBM Lotus Forms software for insurance.



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### Highlights

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- ***Increase usability through guided wizard process interfaces***
- ***Streamline data collection and seamlessly transfer information between applications***
- ***Populate eForms through Web services***
- ***Digitally sign documents and add multiple attachments***
- ***Store all elements of a process in one secure file***

### Addressing the challenges facing the insurance industry today

Insurance professionals know that customer acquisition and renewal processes can be time consuming and expensive due to manual handoffs, rekeying of information, inaccurate data collection and utilization of multiple disparate systems. Additionally, the process of policy administration and claims correspondence can be costly as information is gathered and shared with various parties.

To successfully service the marketplace and reduce company and agent costs, insurers need to leverage technology

to automate the new business acquisition, policy administration and claims processes, and enable agents to:

- *Increase revenue by decreasing conversion leakage and improving risk/price accuracy.*
- *Decrease operational expenses and minimize lost applications.*
- *Achieve straight-through processing to create a "once and done" environment.*
- *Address regulatory compliance issues.*
- *Increase agent efficiency and customer service.*

## IBM Lotus Forms software extends capabilities of ACORD forms

In 2004, ACORD (a nonprofit insurance association) made eForms, powered by IBM Lotus Forms software, available to its membership. Lotus Forms software provides insurers with open standards-based eForms that quickly implement ACORD forms and gain significant value-add by integrating ACORD forms and back-end systems for seamless processing. Since that time, IBM and ACORD have further enhanced the library of ACORD forms to transition from static to reusable data in ACORD fillable forms. Now ACORD eForms+, powered by Lotus Forms software, help insurers improve operational efficiency and reduce the rework and manual processing associated with paper forms.

ACORD eForms+ enable insurance carriers to leverage the XML data received as part of a form to perform straight-through, or low-touch, processing, integrating the ACORD forms and XML data with back-end systems for efficient processing back to the agent or consumer. A complete record of the transaction is maintained and can be easily stored or retrieved to help meet legal and auditing requirements.

John Cook - PAGE 1

PE Insurance  
Personal Life Insurance

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PureAssure Life Insurance

APPLICATION FOR LIFE INSURANCE AND MEMBERSHIP

CTF NO. [ ]

**1 PROPOSED INSURED** PART I

First	Middle	Last	Soc. Sec. #
John		Cook	513-67-5348
Street Address (Residence of Proposed Insured)			
345, Western Road			
City	State	Zip	County
Seattle	WA	98433	United States
Mailing Address if Different from Residence (If Rural Route give Box #)			
Sex	Date of Birth	Age Now	Rating Age
M	Mo 2 Day 20 Yr 1998	7	C
Birth State	Phone#	Day	Eve
WA	(360) 567-2346	(360) 568-5959	

**2 ADULT APPLICANT**

First	Middle	Last	Soc. Sec. #
Peter	S	Cook	513-64-6348
Street Address (Residence of Adult Applicant)			
345, Western Road			
City	State	Zip	Occupation and Duties
Seattle	WA	98433	Manager
Date of Birth	Age	Relationship to person in #1-	Phone#
Mo 3 Day 19 Yr 1968	39	Father	Day (360) 567-2352
			Eve (360) 568-5959

**3 LIFE INSURANCE**

BASIC BENEFITS  Grandparent Gifting  Yes  No

Lotus Forms software provides insurers with open standards-based eForms for faster processing and auditing.

### Helping insurers improve efficiency and leverage existing resources

IBM Lotus® Forms software provides a security-rich, dynamic and intelligent front end to business processes. The Lotus Forms product family consists of IBM Lotus Forms Server, IBM Lotus Forms Designer and IBM Lotus Forms Viewer software that together enable the creation, deployment and streamlining of forms-based business processes.

By leveraging open standards to integrate an intelligent user interface with high-value back-end systems, Lotus Forms software provides the insurance industry with security-rich forms that leverage existing resources and systems to help improve customer service while increasing operational efficiency.

### Reducing paper, automating processes, enabling fast, efficient operations

Lotus Forms software provides insurance carriers and distribution channels with the opportunity to eliminate paper forms by automating, extending and integrating business processes, and efficiently connecting with customers and partners. From applications and underwriting to policy administration and claims processing, Lotus Forms software helps enhance agent and customer service, reduce operational and claim expenses, and provide a competitive advantage in the marketplace.

### **Create and maintain complete electronic files for underwriting and claims**

Based on XML, IBM Lotus Forms software can serve as the anchor for all transaction and information storage of any media type. All related data, signatures and supporting documentation can be gathered in process and stored and secured as one comprehensive file. The resulting electronic envelope becomes the file of record for underwriting or claims processes. The electronic file or envelope can then be used to meet marketplace conduct and auditing requirements for the required life of the file. These files can be indexed, searched and retrieved, to re-create exact historical records of the original transactions.

### **Reach agents and customers, and extend processes beyond the firewall**

Lotus Forms software provides end-to-end solution capabilities that aggregate information from disparate systems for the user, receive information from the user and submit the completed transaction information into corporate systems to complete a business process. The automation of forms-based processes helps insurance companies to maximize their operational efficiency.

Insurance carriers and distribution channels can reach out to customers, partners and one another to offer the flexibility of doing business online or offline. Lotus Forms documents can be sent via e-mail, routed within and outside the organization and processed by independently developed applications. The result is the ability to increase efficiency and reduce costs with straight-through processing.

### **Helping improve transaction and communication accuracy, completeness**

By integrating information, Lotus Forms software can increase communication between consumers, agents and carriers. Each XML eForm captures the complete transaction—template, data, logic, digital signatures and attachments—as a single XML document. The automated processing, routing and archiving of information simplifies integration with enterprise systems. Based on open standards (such as XML, XForms and Web services), Lotus Forms software simplifies interoperability and allows organizations to leverage existing applications, data models and resources to help lower costs.

## **Benefits**

*Lotus Forms software provides the insurance industry with:*

- *A single comprehensive electronic record or file that captures and stores the entire business transaction, including all business rules, forms, data, attachments and documents.*
- *An indexable, searchable and auditable record for each business transaction, that can be leveraged by existing corporate systems.*
- *A single design and deployment environment to assure consistency of user experience on- or offline.*
- *The capability to customize the acquisition process to meet specific customer or product requirements.*
- *The ability to capture and deliver documents and attachments secured by multiple and overlapping electronic signatures.*
- *Rapid deployment of open standards-based software to integrate with existing IT assets and company resources.*
- *Continuous learning and management of decision policy rules to allow flexibility for rapid change and greater business agility.*

## **Leverage core data to help increase productivity and lower costs**

By capturing information—structured and unstructured—in an electronic format, managing it through a completely digital workflow and archiving it in dedicated systems, insurance businesses can automate their processes and leverage current data and infrastructures. This can result in easier data exchange, greater operational efficiencies and cost reductions. By integrating customer account information for internal use with online customer access to applications, claim filings, policies and other insurance documents, Lotus Forms software helps organizations to increase customer satisfaction and retention.

Lotus Forms software enables a dynamic, wizard-driven user interface that helps reduce data entry errors and increase user acceptance. As a result, insurance applications and submissions are completed accurately and quickly.

## **Helping maintain regulatory compliance**

Lotus Forms software can help insurance businesses comply with regulatory requirements by capturing complex, multistep transactions as complete and auditable records, rich with security features. Support for industry data and presentation standards through an open architecture means business records are in a format designed to be accessible now and in the future, and enables integration with best-of-breed enterprise security and document management infrastructures.

### **For more information**

To learn more about IBM Lotus Forms software, visit:

[ibm.com/software/forms](http://ibm.com/software/forms)



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