



Prudential Fast App

LATEST UPDATE:
NEW SERVICE
INFORMATION

A Faster and More Efficient Way to Process Prudential Life Insurance Applications

Prudential has teamed up with EMSI and iPipeline® to simplify and increase the speed at which life insurance applications are processed. With Fast App, you'll be spending less time on the application process and more time selling.

Prudential Fast App

Fast App is a new offering that fundamentally changes the way applicant medical information is collected and paramedical exams are conducted for life insurance applications. Using iPipeline's iGO e-App®, you complete a short, online product and client information form with your applicant. This form is electronically sent to EMSI's centralized application specialist team. Within hours, an EMSI application specialist will contact your applicant through a phone interview to complete Part I and II of the life insurance application.

While on the phone with your applicant, the application specialist schedules the onsite physical exam appointment using EMSI's national scheduling tool, ScheduleEZ. This single point of telephonic contact with the applicant reduces processing cycle times, minimizes manual errors and shortens the physical exam from an average of 53 minutes to approximately 20 minutes.

Understanding the Process

What's exciting about Prudential Fast App is that it's so simple! You are only responsible for completing just a few short questions, and we take care of the rest. Just make sure to remind your applicant that an EMSI application specialist will be contacting him/her within 24 hours.

After the Part II is collected and physical exam is scheduled, an EMSI paramedical professional will collect the applicant's vitals and fluids. You can track the progress of the case throughout the process and view completed documents on EMSI's 24/7 online ordering and statusing website, EMSIOnline.



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Not Insured by FDIC or any Federal Government Agency
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Not a Deposit of or Guaranteed by any Bank or Bank Affiliate



Benefits of Prudential Fast App

- Simple to do
- Faster cycle time
- 100% complete and legible applications
- Private, recorded applicant phone interview
- Reduced applicant touch points
- Appointment scheduling callbacks minimized with ScheduleEZ
- Less time required by applicant during onsite exam
- Automated APS ordering when required
- Application package includes iGO Part 1 and Part 2 - available on EMSIOnline for the Brokerage General Agency

We are excited to provide you with this transformational new offering. With faster cycle time, improved client experience, and nearly 100% of life insurance applications in good order, more of your policies will be issued, which means greater success for you and your company.

If you have any questions regarding Prudential Fast App, please contact your Prudential team.

Eligibility Requirements:

- Term products only
 - Non-Prepaid applications only
 - Insured must be 18 years and older
 - Face amount can be \$100,000 to \$5,000,000
 - No New York Replacements
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