



## Success Enhancer: The Cover Letter

Cover letters are a key for success in getting your case underwritten quickly and properly. They allow you to “speak” to your carrier’s underwriter in a way that resonates with them. Using them effectively avoids missed opportunities. When should the producer provide a cover letter? Any case that has any financial or medical ambiguities should have a cover letter.

Why? Providing the carrier with medical and financial information up front is highly valued by the underwriter; the case has a better chance to go smoothly. Best characteristic of a cover letter? Specificity. Characteristic to avoid? Fluff.

Three parts of the cover letter are ....

1. Financial piece: The underwriter should see clearly why the requested coverage makes sense ...
  - a. What is the purpose of the coverage? (Be specific)
  - b. What is the net worth of the proposed insured?
  - c. What is income of the proposed insured?
  - d. How much life insurance is currently in force?
  - e. Discuss discrepancies. For example, if there appears to be a disconnect between the amount of coverage being sought and the ability to pay, explain this.
2. Medical piece:
  - a. If the client has any chronic medical condition that might trigger a rating, and the client is doing very well with it, then provide a few accurate facts.
    - i. What the medical condition is
    - ii. What treatment is (or was)
    - iii. How long the medical condition has been present
    - iv. What recent testing relating for this medical condition has the client had and what was the result?
    - v. How does he currently feel relative to this condition? What does the client do that demonstrates that he or she is not limited in doing activities?
  - b. Example: Suppose your client tells you he has had a stroke and has done very well, and you in turn convey this to the underwriter. Given this limited detail, the underwriter would have no good reason to believe the client has done particularly well. So what are the components of a cover letter that might help the underwriter to understand how this individual is currently doing with this medical condition? **EXAMPLE FACTS THAT CAN BE USED IN A COVER LETTER**
    - i. Condition = stroke (might provide a description as to the initial presentation, like facial numbness and right arm weakness lasting 2 days)
    - ii. Treatment: currently taking a blood thinner, aspirin
    - iii. Date of the stroke: August 2006
    - iv. Exercise stress test done in 2010; it was normal
    - v. Since August 2006 the client has had no other symptoms and is back to work as an electrician and is exercising by swimming 30 minutes 3 times weekly
3. For your clients who are over age 69 and are functioning very well from a physical and/or mental standpoint, painting a picture with words describing why the client is more physically and/or mentally active than average might enable the underwriter to make a more favorable underwriting decision.

### **Important Notice:**

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