



Initiating a product switch

Making the process easier with the Lincoln unified application

The new unified life insurance application and Tele-App ticket has integrated all life insurance product processes into one streamlined approach and enables a seamless transition from one product to another – saving time and creating a better experience for producers and consumers.



Process made easy – Making a product switch after submission*



If your client would like to switch their life insurance product submission after submission of the original case, Lincoln has made that process easier with the unified application – **no additional application, signatures or Tele-App interviews will be required.**

The producer may request a product switch simply by sending an email or making a phone call to the dedicated New Business Associate on the case. If the Tele-App interview or exams have already been conducted, the client will not be required to complete the process again. If the request is for a product switch from Term to a Permanent product, additional forms may be required.

Initiating a product switch from *Lincoln TermAccel*[®] Level Term to another life insurance product

- If the client is declined for *Lincoln TermAccel*, they may be eligible to pursue a fully underwritten product option with Lincoln which would allow for higher table ratings and the collection of additional medical information, such as an APS.
- When a decline decision is rendered from the *Lincoln TermAccel* automated rules engine for an impairment that could potentially qualify for an offer with full underwriting, the system will generate a decline letter with a message indicating that the client may be eligible to pursue a fully underwritten product option with Lincoln. An automated email will be sent to the Case Contact with a copy of the decline letter which will be emailed to the client 5 business days later.
- Before initiating the product switch and full underwriting process, we encourage the producer to discuss the case with their Underwriter. For example, if the case may be rated, a conversation could help determine if the case could be placed before moving forward.
- **Please note: If the client has applied for a *Lincoln LifeElements*[®] Term, UL, IUL or VUL product, a product switch to *Lincoln TermAccel* will not be allowed.** *Lincoln TermAccel* rates are based on a streamlined automated workflow and assume a cost savings benefit associated with that process. By switching products, that benefit is lost. Therefore, Lincoln will not allow a product switch within 12-months of applying for a traditional product, including *LifeElements* Level Term.

Please contact your dedicated Lincoln Underwriting and New Business team with additional questions.

*Subject to firm requirements. Please consult your back office for firm specific guidelines.

Life insurance issued by The Lincoln National Life Insurance Company, Fort Wayne, IN and Lincoln Life & Annuity Company of New York, Syracuse, NY, and distributed by Lincoln Financial Distributors, Inc., a broker-dealer. Contractual obligations are backed by the claims-paying ability of the issuing insurance company. The Lincoln National Life Insurance Company does not solicit business in the state of New York, nor is it authorized to do so. Lincoln Financial Group is the marketing name of Lincoln National Corporation and its affiliates. Only Registered Representatives may sell variable products.