



AURA Brings Speed to the Benesure Process

Refusing to Settle

John Lorriman is never happy with 'good enough.' His plan management company, Benesure, is a leading provider of creditor insurance to mortgage brokers in Canada, and it has also partnered with a major Canadian life insurance company. But in late 2007, he decided to re-invent the company, appointing Tina Bellavia to oversee Broker Operations and Development of the new Benesure.

"I took a hard look at the process and together we figured out what we could do better," said Tina Bellavia. Benesure had always focused on sales, products and claims, outsourcing all of its underwriting and administration to suppliers. When Tina examined the process in detail, she realized

that this created a bottleneck. Too many applications were held up in underwriting, waiting for information to be received from the applicants or the doctors. On average it was taking 20 to 35 days to process any application that required underwriting. Most of the time loss was due to pending information from doctors and applicants.

Adding Value with Automation

Tina began researching straight-through-processing solutions that might be able to automate more of the application process. Brian Louth, SVP and CMO for RGA Life Reinsurance Company of Canada, suggested that she give AURA from RGA a look.

"As we dug deeper into the process, we realized that a flexible way to deal with rules was going to be vital to our new system," said Robin Campbell, Director of Risk Management and Claims, Benesure, "AURA deals with rules in a way that's really quite innovative and it certainly fit well into our anticipated plans."

But what really attracted the Benesure team to AURA was its ability to automatically route the application to where it needed to be. Benesure developed a business case that would eliminate declines, improve the



Not Proceeded With (NPW) rates, drastically reduce underwriting time and decrease third-party medical expenses by 60%.

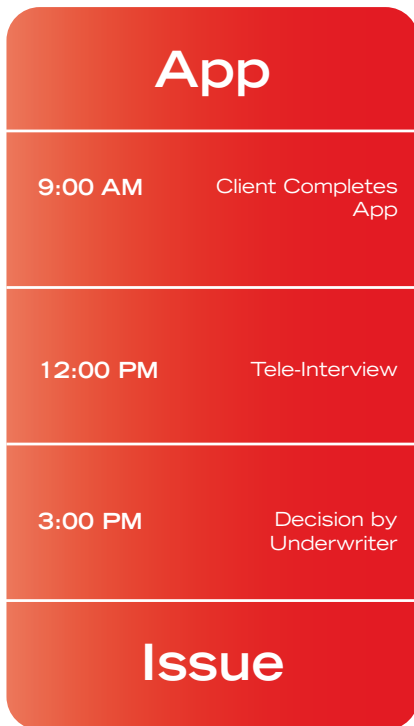
Day One

“On Day One, AURA was routing the application to the right person in the right place at the right time, every time,” said Tina Bellavia. “It was effective at keeping the organization on task and we didn’t have to wait to see value in it.”

On the first day AURA went live, an application for mortgage insurance was completed by a client sitting in a broker’s office at 9:00 a.m. The application was faxed by the broker into Benesure’s central server, optically-scanned and AURA determined that the client had some health issues. A tele-interview was scheduled for that day with the client. A trained tele-interviewer using AURA software asked the client a series of medical questions in a 15-minute interview. Using rules designed and built by Benesure’s underwriting team, the AURA rules engine communicated to the interviewer that the case needed review by an underwriter. The case was transmitted to an underwriter who reviewed and approved the case. The case was issued by 3:00 p.m. that day.

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– Tina Bellavia, Vice President, Broker Product Management and Operations



Benesure had known that there would be a high number of cases that would not require human intervention. What they had not anticipated was the dramatic gains in efficiency for those applications that did need underwriter review. Certainly, not every applicant can be interviewed and every case approved on the same day as the application, but the overall results are impressive.

Today Benesure has the most automated creditor insurance platform in Canada. Now, 70% of cases are processed without human intervention and 85% of the remainder can have a final decision made after a tele-interview with the client. In all cases, the applications are moving much more quickly through the cycle, reducing not takers and creating goodwill among the mortgage brokers throughout Canada. It is an example of how AURA acts as a marketing tool as it simultaneously improves customer service and underwriting time service.

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