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West Coast Life Announces “HIGH TOUCH” Underwriting Support for Universal Life and Trial Cases

Dear BGA,

West Coast Life’s commitment to growing your business through exceptional customer service has proven successful in providing the high level of support required by our BGA customers. As we strategically migrate to a more balanced line of product offerings, we have identified an opportunity to further enhance the level of support in two key areas: Universal Life and Trial cases.

We are very pleased to announce our latest service initiative – “HIGH TOUCH” Underwriting. With the High Touch approach, **each of your UL and Trial cases will receive priority attention.** Our seasoned High Touch underwriting and case management staff will provide you with the best, most effective case development and review in order to deliver our most favorable underwriting decision. You’ll find that **proactive, frequent communication**, as well as **impressive turnaround times**, will be just some of the hallmarks of the High Touch approach.

Each of our regional underwriting locations will have a High Touch unit staffed by our most experienced underwriters and case managers. Our mission is simple: **make it as easy as possible for you to do more UL business with us, on every case, period.** The High Touch approach will extend beyond the initial underwriting review, reaching every aspect of the process from setup to policy issue.

While the focus of the High Touch units will be on UL and Trial cases, your term business will continue to be handled in a timely and professional manner by experienced, highly qualified underwriters and case managers in your regional office. In some instances there will be new or additional underwriter/case manager teams assigned to your term business. These changes will take place with new business received as of June 1st.

We are excited to offer this enhancement to our underwriting, and we think you’ll agree that West Coast Life is now an even more attractive partner for your UL business. The **launch date is June 8th**, but should you have any questions beforehand, please contact your West Coast Life sales representative or regional underwriting manager. Additional details on the High Touch program will be released very soon.

Sincerely,



Paul Kibler
2nd Vice President, Underwriting