

# The Link

June 2024

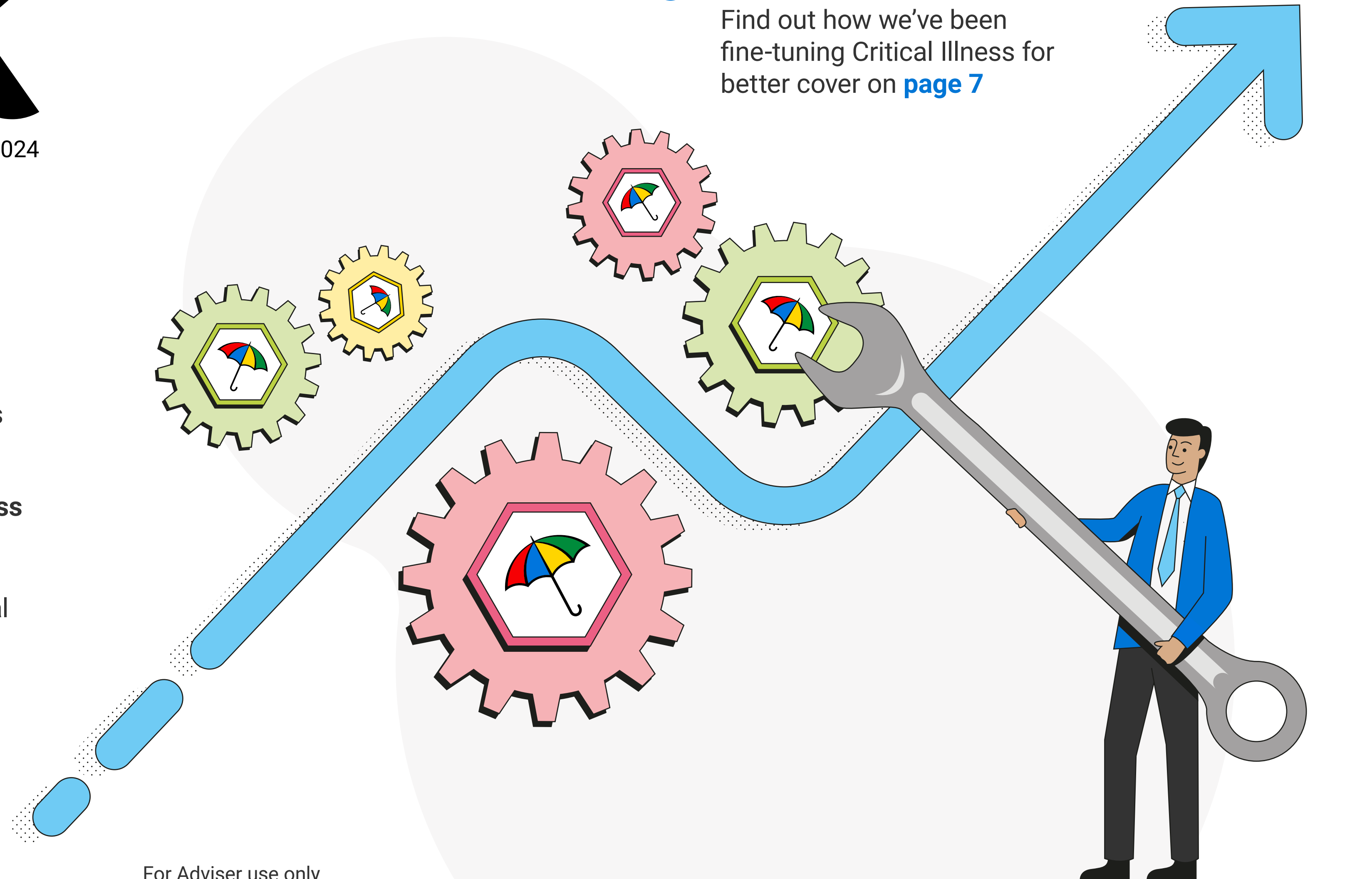
The Legal & General magazine  
for intermediaries

- **Talking protection at the BQAs**  
James Shattock shares his thoughts from this year's Business Quality Awards on [page 3](#)
- **Beth and Pete's story: How Critical Illness Cover gave them time and choices**  
How one family's cover helped them make precious memories after a terminal diagnosis, on [page 6](#)



For Adviser use only

- **Cover that's in tune with change**  
Find out how we've been fine-tuning Critical Illness for better cover on [page 7](#)



# Welcome to the latest issue of The Link



As an industry we're always looking at ways to improve lives, whether that's through the advice we offer, the protection we sell, or the tweaks we make to the products we offer.

Improving lives is the focus of this issue. Starting with a round-up of this year's Business Quality Awards, the annual event has recognised firms who are working hard to improve customer outcomes. We also share our updates to our Critical Illness Cover, and hear from fellow colleague Beth about how her husband's CIC policy helped their family during his terminal cancer diagnosis.

We're also introducing you to one of our new Market Development Managers, Georgina, who shares her passion for protection in our Q&A. And talking of passion, on page 11 we explore whether it's a quality that's necessary for protection success.

We're always listening so if you have any comments or suggestions, just let your Business Development Manager know.

#### **Julie Godley**

Director of Intermediary, Legal & General Retail

## What's inside

- Talking protection at the BQAs
- Improving your OLP Connect experience
- Introducing our new MDM, Georgina Perkins
- Beth and Pete's story: How Critical Illness Cover gave them time and choices
- Cover that's in tune with change
- The adviser interview: Martine Kunzi
- Divorce in later life handbook
- Beyond the pay-out: The additional benefits of Critical Illness policies
- Is a passion for protection fundamental to success?
- Here to help, if you need us



# Talking protection at the BQAs



I've just spoken at the Business Quality Awards 2024, our annual event celebrating the excellent service our industry in general – and intermediaries in particular – provide for our customers. I wanted to tell you a bit about them and share some key thoughts from the day.

I started with something that's had a big impact on all of us in the last year – the Consumer Duty. For me, the BQAs are very aligned with it – in fact they show we've been practising what it preaches for a while.

Through the BQAs, we've championed great customer outcomes since we launched them in 2011. They're a natural expression of the commitment we've always had to putting customers at the heart of all we do.

An important part of that commitment is understanding our customers' needs and drivers. Our recent Family Finances research has highlighted a big change there.

We've always known that key money decisions, like buying protection, are linked to key life stages, like having a child or buying a home. In April, our Family Finances research showed that these milestones are happening later and later in people's lives, or – for many – not at all.

That creates a big challenge for us. We can't just let some people go without protection and wait until others are older to sell it to them. That could leave them without a safety net if something happens to them or their income. So we need to find new ways of reaching them.

When we do that, we'll be knocking at an open door. A recent piece of AMI research\* we supported shows that younger generations think it's important to have income protection, are more likely to want to buy it face to face and are more trusting of brokers than older people.

They're also more open to hearing from us on social media and podcasts. Our A Little Bit Richer podcast – which is in the top 5% of UK podcasts – and TikTok channel – which has already reached almost four million people – are very positive proof of that.

When we do reach them, we've got some excellent products to talk about. It's easy to forget what great value they are. Premiums are low for relatively high sums assured, and are level guaranteed for many years.

Though there's one other thing we do need to keep focussed on – reducing misrepresentation so we can pay more claims. Even though we

pay 95% of them, we're constantly looking to improve the journey and process to increase that percentage. Doing everything we can to help customers make full and accurate disclosures is a key part of that.

And I should end with the most important part of the day – the BQAs themselves and the people who won them! Many congratulations to all our nominees and winners. The awards show just how fundamentally important intermediaries are to the whole protection process. Thank you! And hopefully see you there in 2025.

## James Shattock

Managing Director UK Protection



\*AMI Protection Viewpoint - The Perception Gap November 2023



# Improving your OLP Connect experience

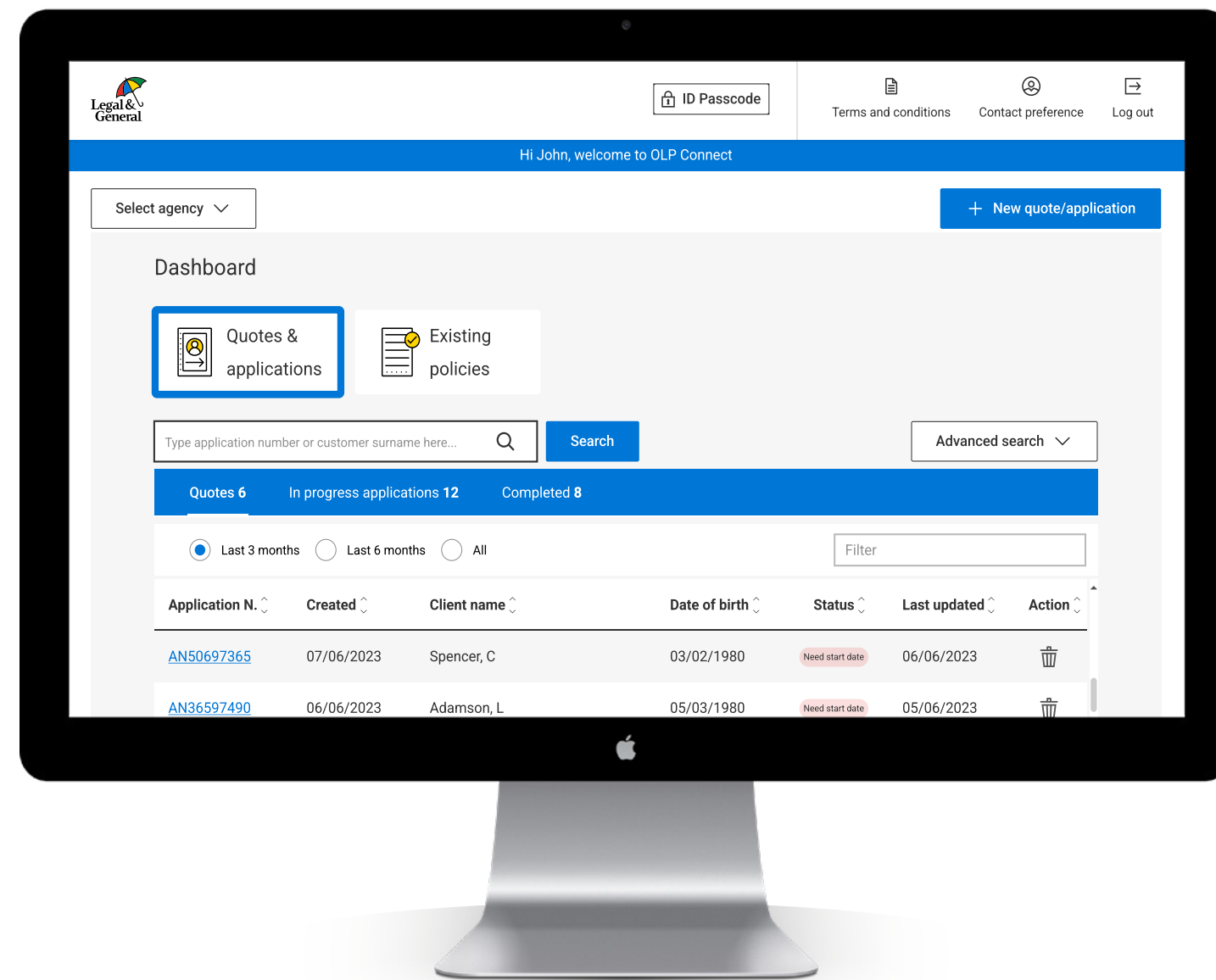
**We've been upgrading OLP Connect's features to improve your quote and apply experience.**

We know how important it is that our business systems are intuitive and effective. That's why we've been working hard to upgrade OLP Connect, to transform it into a system that makes it quick and easy for you to get your clients on risk and manage your existing business.

Two areas have been the focus of updates – the OLP Connect protection dashboard, and the Existing Business Agent Hub.

## Tell us what you think

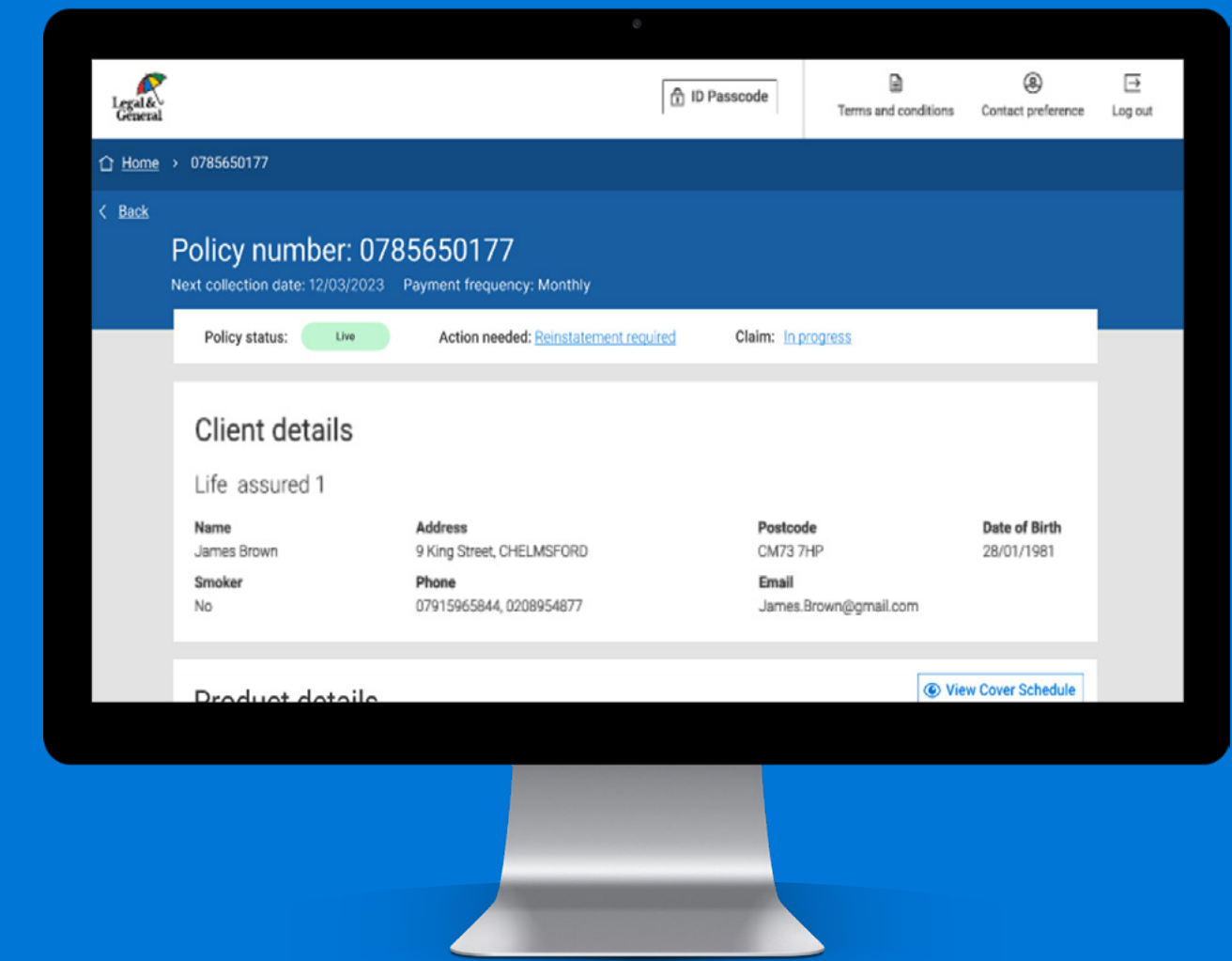
We'd love to know what you think of the recent changes. You can send us your comments via our [feedback form](#).



## Landing page

It's now easier to manage your pipeline thanks to navigation and layout changes on the protection dashboard. The design is clearer and more intuitive, giving you easier access to quotes, applications and existing policies. You'll also see your most recent quotes as soon as you log in, which you can filter by the last three months, six months or all-time.

You'll find working in the system more efficient thanks to simpler, streamlined navigation. And useful tools like your underwriting guide, sales and service support and direct debit calculator are all now within easy reach.



## Existing Business Agent Hub

Retaining your clients is integral to your business, so we've updated the existing business tool to help you better manage your client relationships throughout the lifecycle of their policy.

Now it's easier for you to keep track of your client's policies, their payment history and claim status, so you can keep your client informed and nurture your client relationships.

Now you can:

- set up notifications when a policy is at risk
- check the policy schedule of a decreasing term policy

- view your client's payment history up to 12 months
- see claims updates including claim type, status and date claimed
- get details of the original underwriting decision, including rating and exclusion wording.

We've also improved navigation with a new additional benefits tab, policy status indicator and action needed indicator, helping you to easily manage any admin for each client.





# Introducing our new MDM Georgia Perkins

Georgia has been working in the financial services industry for 11 years. She began her career as a Business Development Manager, and recently joined Legal & General as a Market Development Manager, specialising in the protection market. We asked her about her hopes and goals for her new role.

## 1. What's your background?

I started in Protection after moving back from Australia after university. I joined Aegon's servicing team to gain experience in an office environment. Within a few short years I'd been promoted into underwriting and eventually the telephone business development team. I then moved to HSBC Life as a Business Development Manager before joining Legal & General. I have over seven years' experience as a BDM in the intermediary side, but I'm very excited to help develop the protection market in my new role.

## 2. What inspires you to work in protection?

For me, protection is still always seen as an underdog in the financial services world. I see that as a challenge to try and do my bit to improve upon this. My friends are all getting married and having children, but when I mention protection, most of the time I'm met with blank faces. Especially when my friends try and understand what I do. Knowing there are so many people out there that don't understand the true value they bring to their families and aren't protecting themselves ignites that competitive side of me to try and be the one that improves the situation.

## 3. Tell us about your role and how you see yourself shaping it.

My role is to develop the protection market and help advisers build upon the skills they have so they can write more and better-quality protection. It sounds simple enough, but there are so many exciting and niche opportunities for all advisers to align their protection business with. I aim to help them achieve this. My hope is that I'm able to approach protection from my perspective, shape the role around what opportunities I can uncover and help engage advisers in new ways.

## 4. What are your goals within your new role?

To get to know the teams around me. Developing our working relationships is very important to me. But ultimately, I'd love to hit the ground running and get out to the adviser community to look at new ways to engage in the protection conversation.

## 5. What's the biggest opportunity for advisers this year?

Upskilling their current protection knowledge. Whether you're a mortgage adviser or a wealth adviser, there is an area of protection that you likely don't know a lot or anything about. I have never seen the industry so engaged in the protection conversation as now, and therefore the quality of support from all providers is next level. It's never been about one product or provider, but the skills of the adviser and their ability to engage with the client.



Beth and Pete's story:

# How Critical Illness Cover gave them time and choices



**Beth's husband Pete was diagnosed with a rare form of terminal lung cancer in his mid-30s. She describes how his Critical Illness Cover made a difference to their final years together.**

Pete was a young, fit, healthy man. As a thirty-something marathon runner, his persistent cough, chest infections and pneumonia weren't thought of as anything serious by doctors. "It took us two years to get him diagnosed because he was so young and didn't smoke," says Beth. "Lung cancer wasn't a thing and it took us going private to get him diagnosed."

Pete worked in the insurance industry and was very risk averse. The couple had arranged life insurance and critical illness policies after moving house and having their second child. Pete took financial advice, which helped him understand the best policies for his family. "He had the understanding and the desire to get it but didn't really know how much or for how long."

It turns out this advice would support a life-changing time for the family, as Pete was later diagnosed with stage four lung cancer and given



two years to live. "I was just an informed party rather than a decision maker. He decided it was the right thing to do. Thank God we did."

## Paying for memories, not mortgages

Critical illness and life insurance policies are often sold on the fact that the money can be used to pay off a mortgage. But this wasn't how Beth's family used it.

Instead, they made the best of the life they had left together. It paid for an extension, they had family holidays to Disneyland and Lapland. "I absolutely took the brief of, go make memories," says Beth.

The payment also gave Beth and Pete more options about healthcare and work. "One of the major things was that we could go private. Once you have stage four lung cancer your options on the NHS are quite limited. When you go private, it's a night and day experience. You have access to all of the drugs and it's your choice through discussions about what you will go on and what treatment you'll have."

It also meant Beth had the freedom to take time off to be with Pete – appointments, hospital stays, sitting with him while he had treatment, and spending time together without worrying about going back to work.

"If you're in a situation whereby you're financially dependent on that salary, that must be a level of pressure that I think would have broken me," she says. "It was enough to look after Pete, to advocate for what he needed, to look after the kids."

Pete died just after his 40th birthday. His policies have meant that Beth can take the time she needs to grieve and be with her two children.

She recommends that advisers talk to their clients not just about what cover can do in the short to medium-term, but the long-term impact it can have too. "There's also for the rest of forever. I've lost half a household income. If you had no cover, you'll be at your lowest financial ebb because you will have used up all of your resources to get you to that point... You have that pressure on you to do something about it when you're just in the most vulnerable place you've ever been in."

## Crucial cover

Beth describes herself as the "biggest advocate" for Critical Illness Cover now, paying £100 a month for her policy. She says her experience has changed her mindset, and counts herself lucky if she never has to claim on her policy.

She encourages advisers to be real with their clients about the emotions of a situation like hers and Pete's. She says that generally, financial advice is angled to paying off the mortgage. "We don't talk about the actual impact on your life. It's absolutely all about making it real. If you just keep it in money and mortgage and outgoings, it's a really difficult conversation to land. But if you're bringing in the emotions and what that can mean and trying to paint a picture of what that impact can have, can take themselves there and actually understand what it is".

[Listen to Beth's full interview on episode 17 of the Just Covered podcast](#)

[Watch Beth and Pete talk about their story](#)



# Cover that's in tune with change

Sickness happens and loved ones get unexpectedly ill. Plans alter and needs evolve.

That's why we've improved our Critical Illness Extra and Children's Critical Illness Extra to make it a better choice for you and your clients as health, demands and needs change.

## What we've done:

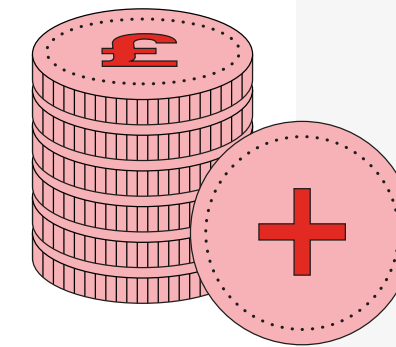
- We've extended our cancer cover
- We've broadened several conditions
- We've added new protection for skin cancer, severe mental illness and more
- We've increased full payments and additional payments
- We've extended the age to which kids are now covered.

[Discover why our cover is on your wavelength >](#)

## Five reasons to offer our Critical Illness Cover

### 2 Their full pay out, plus a little extra

Our additional payments protect your client's lump sum, as it would still be paid in the event of a valid claim for one of our specified critical illnesses. Making our offering even more reassuring.



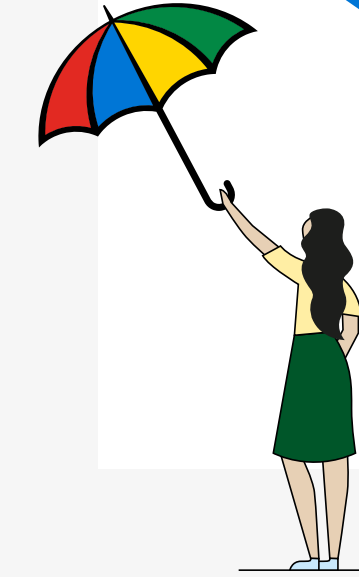
### 4 Support for young and old, today and tomorrow

With our cover, Wellbeing Support and Care Concierge begin on day one for the whole family and Wellbeing Support extends 6 months beyond the claim. Not just when serious illness happens.



### 1 A market-leader for cancer coverage

With two-thirds of our claims being cancer related, we know that clients are coming to you with concerns about cancer cover. So we're adding cover where it's needed.



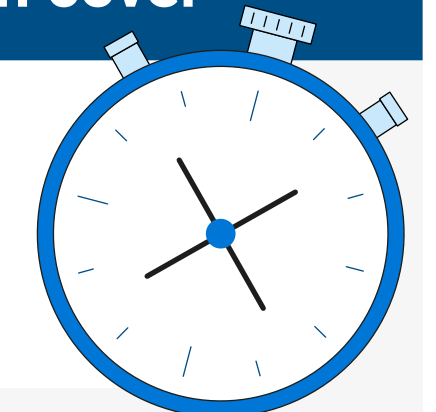
### 3 Cover for the school years and beyond

Unlike other providers, your clients' kids don't need to remain in full-time education to be covered.



### 5 No cut-off period for claiming on cover

With us, there's no cut-off period for making a claim\*. So your clients can concentrate on putting their recovery first.



\*A claim can only be made if diagnosed during the policy term.





# The adviser interview

## Martine Kunzi

Martine has been an adviser for 13 years. She started her career at a local firm specialising in life, critical illness and income protection for nine years. Since 2021, she's been Director and Protection Adviser at her own firm, Life Insured. Her most frequently sold products are life insurance, critical illness and income protection.

### 1. Can you tell us about a pivotal moment in your career that led to you offering protection advice?

After being an adviser for so many years, I've experienced claims being made by clients which is always bittersweet. Every time I get the news of a client passing or being diagnosed with a serious illness I'm so relieved protection was arranged to alleviate the financial strain on loved ones or the policyholder themselves. I love that I'm able to use my job to help so many people at what can be one of the most difficult times in their life.

### 2. How do you tailor your advice?

I start by understanding what's made the client consider protection and why they haven't had it in place before. I ask questions to help them realise what's most important to them. I work to find a solution and if they can't afford the ideal option I'll concentrate on providing the most benefits to meet their needs within budget.

### 3. What are some of the main reasons clients come to you for protection?

Clients typically seek protection to safeguard their loved one's futures, particularly if they have children. Once

someone has a child, protection tends to become a priority. Clients often come to me following an unexpected event that's made them consider how they'd cope if something similar happened to them and they weren't protected.

### 4. What support do you provide to clients after the initial consultation?

Ongoing support is just as important as making sure they have protection in the first place. We make a courtesy call to make sure documents have arrived and the products have met their expectations. We also offer support if they need help completing trust forms. A few weeks after consultation we send customer satisfaction forms. We welcome reviews as circumstances are always changing, so policies need to reflect this.

### 5. How has Consumer Duty changed how you work?

It's had a positive impact on both advisers and clients by putting extra safeguarding measures in place. We spend more time with clients to identify any vulnerabilities, and we log our findings and provide evidence of support so clients get the best possible outcomes. It's good to spend more time with my clients and make sure they have the peace of mind they're looking for. I also refer clients to specialist

partners so they get all the advice they need to meet their financial goals.

### 6. What more would you like to see from providers in 2024?

I'd like to see every provider offer online trust forms at application stage. Legal & General are leading the way with their self-serve portal and online trust forms. It makes everything quicker and easier for the client at an already difficult time. I'd also like to see research into rates for clients that vape. I question whether it's fair that someone who vapes with 0% nicotine has the same rates with some providers as someone who smokes 20 cigarettes a day.

### 7. What opportunities do you see for yourself and other advisers in 2024?

I hope to attend as many networking events as possible to meet like-minded people. I'd also like to connect with more mortgage advisers who need to make sure clients have had every aspect of protection explained to them to mitigate risk.



# “Forget about your pensions”

**You're unlikely to say this to your divorcing clients. But without financial advice, 80% of later life divorcees are neglecting the pensions they've built up in their settlements\*.**

Divorce in later life: The expert's handbook, is your guide to making pensions top of mind. Read our latest research into the over-50s divorce landscape. Get expert industry insights. And understand the essential part you can play in making sure pensions are remembered in your client's divorce.

**Help your clients achieve a better, fairer divorce.**



**Scan the QR code to download the handbook today.**

Source: Opinium Research conducted 2,750 online interviews of UK adults who are divorced. The research was conducted between 20 and 30 November 2023.

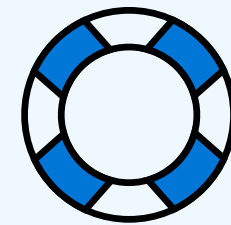


# Beyond the pay-out:

# The additional benefits of Critical Illness policies

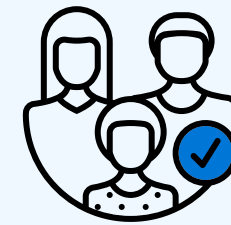
In the world of protection, Critical Illness policies are rightly appreciated for their primary benefit: a financial safety net during illness. But the true value of these policies can be much more than monetary.

During the life of the policy and after a valid claim, a Critical Illness policy also includes a comprehensive support system for the policyholder and their loved ones. Making it easier for them to get help with life's challenges.



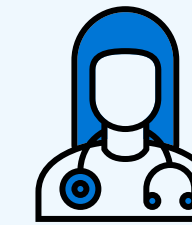
## A circle of support from the start

Emotional, physical, and practical support is available from a registered nurse from day 1 on our Critical Illness policies. Wellbeing Support from RedArc Assured Limited\* is a lifeline for policyholders and their immediate families. Tailored to your clients' unique needs, whether it's mental health counselling or practical aids like a wig during chemotherapy, nurse support is at hand to help.



## Cover for the school years and beyond

Ensuring that children's cover keeps on going, even when the kids are starting out in adult life is a key part of our Critical Illness policies. Automatically included, Children's Critical Illness Cover doesn't stop the moment a child leaves full-time education, our Children's Critical Illness Cover lasts up to the age of 22. Or 23 with the Children's Critical Illness Extra.



## Their later life care questions answered

We understand your customers have questions about later-life care. That's why we make our Care Concierge available alongside their Critical Illness cover. Providing peace of mind and practical support through online materials and a telephone helpline, the service connects your clients to care experts who can help simplify the complex care system and offer practical advice.

By helping families to identify the right care solutions and manage care planning, the service ensures the best possible outcomes for your client.

Critical Illness policies can offer a robust safety net that goes beyond financial support, providing a comprehensive set of benefits that remains active throughout the policy's life and beyond\*. Our children's cover and value-added services highlight our commitment to your clients' wellbeing, ensuring they and their loved ones are cared for, not just financially.

[Find out more about our Critical Illness cover via our web page or speak to your dedicated account manager.](#)

\*You can access Wellbeing Support up to six months after a policy has ended



# Is a passion for protection fundamental to success?



**If there's one trait that successful protection advisers have in common, it's enthusiasm. Having a genuine passion for protection helps the best in the business stay motivated and stand out from the field, according to our Secrets of Protection Success 2023 research.**

**“To be a good protection adviser you have to believe in it,” explains one of the advisers in our survey. “People buy what you're saying. So if you don't believe in it, you shouldn't be selling it.”**

**So what is it that protection advisers are so passionate about?**

## A problem of perception

First, it's worth understanding the status quo.

Protection is perceived by some to lack the status of other financial products; the stature of investment business or the buzz of mortgage

selling, for example. Our research shows that advisers want to offer their clients something exciting and they tend to shy away from products that are hard to explain.

It's also true that protection is a supporting product rather than a 'focus' product, so it has a reputation as an add-on. Because of this, inexperienced advisers may feel they're performing the role of a salesperson rather than the expert they strive to be, which can affect confidence.

Above all, advisers want to offer products that help their clients reach a tangible goal. Protection lacks the instant gratification and 'facilitation appeal' of products like mortgages and investments, and instead forces conversations about death and illness. Clients – and even advisers – don't always feel comfortable talking about the uncomfortable, which breeds wariness on both sides.

For many advisers, it's easier not to try to sell protection at all.

## Switching perspectives

Successful advisers, by contrast, have a fiercely positive attitude towards protection that reassures their clients they're not simply promoting a 'nice to have.' These advisers:

- Understand that protection is a vital part of sensible financial planning, and that a client's goals are less secure without it.
- Know the products and can explain how proceeding without them could pose an existential risk to businesses and ambitions.
- Believe in a holistic approach to financial planning that looks beyond the present need, conveying a concern for their clients in the long-term.

## Hearts as well as heads

Rational arguments like this give successful protection advisers the confidence to tackle any negatives head on. Yet above all, they have a passion for protection that comes from the heart.

Top advisers have an enthusiasm for protection that's informed by a lifetime of experience, both privately and as brokers. They may have seen for themselves how life can change without warning and the difference protection can make to how events play out. They're genuine advocates and protection makes their job worthwhile.

## More secrets of success

Enthusiasm is contagious. And passionate advisers who can draw on their experience have the power to motivate others. They genuinely believe in the value of protection and the potential benefits for customers, and their clients are reassured enough to buy into the need.

It's a passion that's fundamental to their success. They never want to receive a call that says a client has lost their home or business because they didn't take the opportunity to talk about it when they had the chance. They go out of their way to make sure that scenario never plays out.

**At Legal & General, we're passionate about protection, too. If you're less confident about protection, we have tools, sales aids and insights to support you over on our [Research homepage](#).**



# Here to help, if you need us

Thank you once again for your  
continued support.



[Listen to the  
Just Covered podcast](#)



[Follow us](#)

If you would like to be part of our **Just Covered podcast**  
or know anyone who would be interested please contact  
[gwen.lewis@landg.com](mailto:gwen.lewis@landg.com)