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## **AMP's new look risk offer to help advisers grow their business**

AMP will unveil a new insurance offer that aims to improve the adviser and customer experience of AMP's risk process, at a series of nationwide adviser seminars starting on 11 May.

AMP is revamping its entire insurance offer with service and product enhancements that will give advisers choice and flexibility, including a claims and underwriting concierge service, AMP arranged medicals, reduction in required signatures, an electronic underwriting pre-assessment service and product enhancements to its retail insurance range.

AMP's Director of Wealth Protection Products Michael Paff said AMP is making a promise to help advisers grow their risk business.

"We've listened to adviser feedback on product and service initiatives and this has been the driving force behind these significant enhancements," Mr Paff said.

"Life companies today must have a compelling and competitive offer to earn the right to an adviser's business.

"The financial landscape has changed and our new insurance offer, which goes live on 24 May, is all about providing choice for advisers and customers looking for a non-bank insurer.

"It combines solid products with enhanced services for advisers, making underwriting easier, access simpler and the claims process more empathetic," Mr Paff said.

### **Claims and underwriting concierge service**

AMP is launching a concierge service to support advisers and their clients through the claims and underwriting processes.

Mr Paff said lodging and completing claims and underwriting paper work can be difficult and daunting and the concierge service will guide advisers through the process.

"The concierge service will provide the adviser with direct access to a specific underwriter who will be dedicated to the case from pre-assessment through to completion of the application," Mr Paff said.

### **Save time and money**

As part of the new insurance offer, AMP is introducing an electronic pre-assessment service to facilitate the best field underwriting outcome, in particular an early indication of the underwriting assessment.

Mr Paff said that to help reduce delays and administrative costs associated with insurance applications, AMP will now offer a service to arrange medicals and blood tests directly with the insured and the health provider.

"AMP is also reducing the number of signatures required when lodging insurance applications and personal statements, further streamlining the process," Mr Paff said.

### **Trauma initiatives**

AMP is releasing a number of trauma initiatives as part of the new look insurance offer.

Mr Paff said in response to planner feedback that customers often see trauma insurance as complicated and are not able to afford the level of cover they require, AMP has re-designed its trauma products with flexible benefit options and choice of coverage, including a separation of full and partial benefits.

Offering further flexibility, the Trauma Partial package can be added to either AMP's new trauma product, Trauma Optimum, or to AMP's existing Trauma Standard products.

### **More cover for more people**

Mr Paff said to enable more customers to obtain the insurance they need, AMP has developed new underwriting guidelines for common, yet difficult health conditions, such as diabetes, and will now offer discounted premium alternatives for certain health conditions that may normally be declined.

These, along with an entire suite of AMP insurance product and service enhancements, will be launched to advisers via a series of seminars across the country.

The seminars will take place from 8.00 - 9.30am in Perth (11 May), Adelaide (12 May), Hobart (13 May from 12.00 - 1.30pm), Newcastle (14 May), Sydney (18 May), Melbourne (19 May), Brisbane (20 May), Gold Coast (20 May from 1.00 - 2.30pm) and Parramatta (21 May) and include breakfast.

Attendees at the Sydney, Melbourne and Brisbane seminars will hear from renowned futurist and economist, Phil Ruthven. Having spent decades charting the growth and changing make-up of Australia's business environment, Phil will share his thoughts on future consumer trends and forecasting.

Media and publishing identity Peter FitzSimons is keynote speaker at the seminars in Perth and Adelaide and he will provide insight on connecting and communicating with people at a new level.

AMP's Head of Product and Proposition Bernadene Gordon and AMP's National Technical Manager Chris Kirby will present the enhancements.

Information about the seminars, including how to register, can be found at [www.registrationmay2010.com](http://www.registrationmay2010.com)

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