

MIB, Inc. Introduces the Custom Filter

Sometimes less is better

Information significant to one underwriting process might not be significant to another. There are times, based on product, market or distribution channel, when you can accomplish effective risk selection with less information. Yes, sometimes less is better, as long as you get the information you determine significant to your underwriting and risk selection processes.

Introducing the Custom Filter

MIB's Custom Filter performs an initial, user customizable screening of replies returned by the MIB Checking and Insurance Activity Index Services before you see them. What remains are those replies that contain information you deem significant to the particular risk you are underwriting. You identify what information to suppress based on your criteria and MIB's Custom Filter will do the rest. Using a Custom Filter can help streamline your underwriting process, saving you time, resources, and money.

In the insurance industry, time is money. Utilizing resources efficiently and effectively drives maximum profitability —MIB's Custom Filter helps you achieve those efficiencies.

Issue with Confidence...quickly!

Why use MIB's Custom Filter?

- Focus - See only the MIB data that you deem significant for a particular product, process or class of business.
- Efficiency - Free up valuable underwriting resources.
- Speed - Achieve straight through processing on a greater percentage of your business.
- Real-Time - Reach a higher percentage of instant issue.
- Customizable - Create multiple filters tailored to your needs: line of business, face amount, underwriting process or distribution channel - you decide!
- Easy Set Up - Just complete the Custom Filter workbook and return it to MIB.



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Issue with confidence



MIB, Inc.'s Custom Filter

Who should use a Custom Filter?

If your company has a simplified issue product or process, adding a Custom Filter will reduce the number of applications requiring additional underwriter review, thus decreasing the time to issue while freeing up valuable underwriting resources.

A Custom Filter is valuable if your company employs a “smart” or “jet” underwriting system or simplified issue process. Once the Custom Filter is implemented, data not critical to the underwriting process is suppressed, thus allowing more applications to be issued without further requirements or review. Use a Custom Filter for the unique underwriting considerations of your group voluntary or worksite products, web based marketing, final expense, long term care, disability income, health, and critical illness insurance programs.

How easy is it to implement a Custom Filter?

It's easy! Simply contact your MIB Account Executive who will work with you to develop a filter that best achieves the risk selection profile you desire, using our Custom Filter Workbook. Once we have Chief Underwriter approval, your Account Executive will work with you to ensure a smooth implementation. Need to involve your IT Team? Your Account Executive will make sure they have access to the support they need from our Technical Support Team.

Can I filter the Insurance Activity Index (IAI)?

Yes, you can also filter IAI information. For various products or processes, your company may only be concerned when IAI reports reach a certain threshold. For example, if you set the threshold to two, your Custom Filter will send IAI information only when there are three or more reports.

What if I want a Custom Filter, but not on all my MIB inquiries?

Simply notify MIB that you require a unique “Filter ID” and insert it into those inquiries you want filtered. Our system uses the Filter ID to determine which filter to apply, giving you the ability to create multiple filters to meet different business requirements (e.g., line of business, distribution channel, underwriting processes, face amount, etc.).

How am I protected from missing important information if I've elected to implement a Custom Filter?

Once the filter encounters an MIB code that you wish to see, our Custom Filter Technology returns the entire record, just as if there was no filter. Thus, your underwriters see all of the codes, including the codes you chose to filter. This important feature came directly from our Members' underwriters in our market research phase.

For more information about the MIB Customer Filter and its cost, please contact your MIB Account Executive.



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A Member of the MIB Group

To learn more about MIB, Inc. visit www.mib.com

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