



Paradigm  
PROTECT

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# FOCUS

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LV=

A concise guide to working with LV=

# Introduction



LV= is a leading Protection provider focused on helping advisers to help clients protect their income and support their family through illness, death and everyday life.

We provide our distribution partners with a flexible and tailored account management structure, offering dedicated telephone account management to deliver bespoke training and support, for example webinars and one to one telephone or video calls.

Behind the scenes is a network of protection specialists, such as underwriters, service centre and product development teams, who continue to build and enhance our product and service offering.

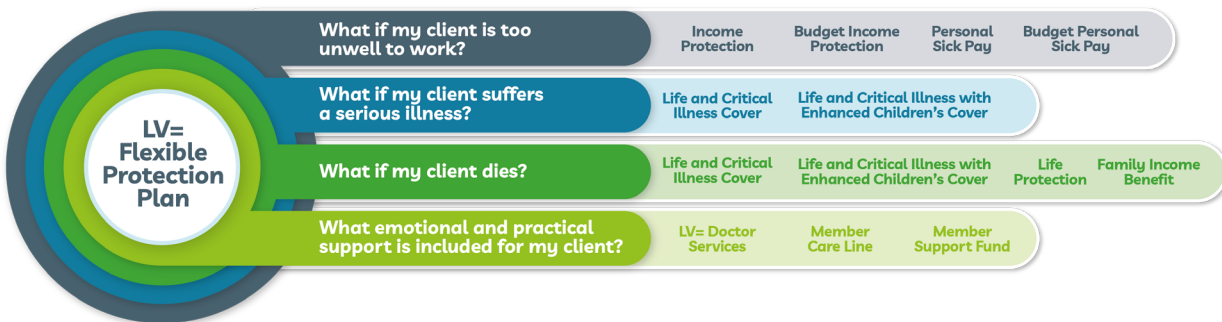
We're here to offer you the support, training, development and technical guidance you need to help you and your business thrive.

## Background

When we started in 1843 as Liverpool Victoria, our goal was to give financial security and peace of mind to more than just a privileged few. Over 175 years later this still holds true, and we're proud of our strong rich heritage, helping people protect and provide for themselves and their families. It's something we care passionately about and we hope it shows in the way we work with you and your clients.

# Propositions and cover

The [LV= Flexible Protection Plan \(FPP\)](#): a menu plan designed to offer affordable, flexible and quality financial protection for mass market consumers who live permanently in the UK.



With the Flexible Protection Plan you'll be able to:

- Design a simple plan that you can shape and adapt to fit your client's needs
- Apply easily through our on-line application system Fastway with one quote, one set of underwriting and one direct debit
- Get a discount for your clients when two or more policies are included.

**Award-winning [Income Protection](#) solutions:**

- [Income Protection](#) that covers your client's income when they can't work, with unique features built in at no added cost
- [Personal Sick Pay](#) providing income support for your clients in higher risk occupations when they can't work.

**Award-winning [Life and Critical Illness cover](#) that provides comprehensive high quality cover for individuals and families:**

- Covers 87 conditions including 49 full payment conditions
- 38 additional payment conditions 20 of which are covered one additional payment condition
- Plus, optional [Enhanced Children's Cover](#) for child specific conditions

Simple, straightforward [Life Protection](#) term assurance and [Family Income Benefit](#):

- FIB pays a convenient monthly income

- Terminal illness benefit is included on both
- Guaranteed Increase Options available for a variety of specified life events.

A **Pay My Mortgage** facility is also included with Family Income Benefit, Income Protection and Personal Sick Pay, which means that have all or some of a claim can be paid directly to a lender to cover regular mortgage payments.

A comprehensive [Business Protection](#) proposition provides Key Person as well as Shareholder and Partnership Protection:

- Key Person/Shareholder and Partnership Protection can be arranged using the Life Protection and Life with Critical Illness cover described above
- Relevant Life Cover provides death in service benefits for employees.

When your client takes out a business protection policy with us, they'll have access to [LV= Business Care](#), our free business advice service which includes a business legal advice line and a tax and VAT advice line.

## Underwriting

Our in-house underwriting team are highly experienced with strong in-depth technical knowledge and industry leading capability, providing a blend of personal and automated round the clock support for advisers.

- We recently increased our **non-medical underwriting limits** on Income Protection, Personal Sick Pay and Combined Life and Critical Illness Cover and you can find out more details of the [LV= non-medical limits in our brochure](#).
- In addition we apply automatic exclusion reviews and use virtual screening where appropriate. All helping you protect more clients and get their cover on risk quicker.
- For any specific underwriting queries please login to **Fastway our quote and apply system** and use our [Pre-Underwriting Tool](#). It's available 24/7 and provides instant indicative decisions, saving you time and unnecessary calls to our underwriters.
- Full details of our underwriting practices are contained in the [LV= Protection Underwriting Guide](#).

## Daily benefits adding real value for policyholders from day one

All our personal protection products provide access to expert support and services at no additional cost:

[LV= Doctor Services](#)

The policyholder (or on Business Protection policies, the life assured) will have access to six expert medical services all via a smartphone app or by phone request, connecting them to UK qualified medical professionals.

[LV= Member Benefits](#): providing clients with access to our member care helpline and member support fund.

LV= Doctor Services and the LV= Member Care Line are non-contractual benefits and can be changed or removed at any time. LV= Doctor Services and the LV= Member Care Line services are provided by third party companies. These services are not regulated by the Financial Conduct Authority or the Prudential Regulation Authority.

## Awards



# What we're really good at

We believe that every mortgage should be a protected mortgage. To achieve this we are continuously streamlining processes that enable protection conversations to take place at the right time and with a low touch and flow that makes it easier to remove any objections from customers.

For instance, we provide [free pre-underwriting cover for mortgage related applications](#) for Life Protection and Combined Life & Critical Illness cover policies only, provided they have given direct debit details and subject to terms and conditions.

Our [webinar programme](#) delivers several webinars each week and has been very well-attended over the past

year, so you can top up your CPD and access topical insights, product support and actionable ideas.

In the [LV= Risk Reality Calculator](#), we possess one of the most successful protection sales tools in recent years. Its simplicity, flexibility and ease of use helps you make protection conversations more personal and it sells the need for protection without you having to.

We've introduced many new ways of working across underwriting, claims and servicing during the COVID-19 pandemic, all designed to support you and your clients in these tumultuous times. You can read all about these in our dedicated [Coronavirus Hub](#).

## Claims information

Claims are more than just numbers to us and we believe the value of protection goes beyond a financial benefit.

In 2020 we paid out almost **£118 million** to more than **9,000 customers** and their families.

Read the full detail about our Claims [here](#).

## How to register

It only takes a few minutes to register with us.

Just visit our [registration page](#). Once you've submitted your information, we'll do some checks at our end and send you an automated email when we're done. Then you can activate your account and start working with us and using our Quote & Apply system, [Fastway](#), as well as our [Protection Progress Hub](#) to track the Fastway applications you've submitted to us.

# 95%

individual Protection claims were accepted, including:

# 99%

Life Insurance\*

# 92%

CI claims

# 93%

IP Claims\*\*

\* Our Life Insurance figures include claims paid for our Life Insurance, Terminal illness, and whole of life products. Our whole of life products are no longer available.

\*\* Includes new claims admitted in 2020 and those already being paid before 1 January 2020 that continued to be paid in 2020, we paid 80% of new IP claims admitted in 2020.

## Key contacts

Carl Heard , LV= National Account Manager

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LV= Regional Account Managers

Find your [LV= Protection Account Manager](#)

📞 0800 032 4219

If you need to ask us about underwriting, claims, quotes or anything else, visit the [Contact Us](#) section of our Adviser Centre.

Information correct as at February 2021.