

Ash Brokerage Leverages the Human API EHR Data Platform to Streamline Life Insurance Underwriting and Deliver a Seamless Insurance Buying Experience

Overview/Executive Summary

As a key intermediary between carriers, financial professionals and consumers, Brokerage General Agencies (BGAs) are uniquely positioned to drive innovation and influence how insurance products are bought and sold.

Ash Brokerage, the largest privately held brokerage general agency in the country, is committed to creating a more efficient digital experience for underwriting. In 2019, the firm made the strategic move to partner with Human API for its consumer-controlled health data platform to leverage electronic health records (EHR).

With the Human API platform, Ash Brokerage aims to engage consumers to share their health data digitally to ultimately improve consumer satisfaction, drive better outcomes, and create competitive differentiation in the marketplace.

"We must meet and exceed customer expectations, which means taking action in real time. The evolution of Electronic Health Records (EHR) will become commonplace in our industry and Human API is taking the right steps forward. Companies are all starting to look at how to leverage this repository of data to improve their business models and placement rate, streamline underwriting and insure more consumers quicker. We have our eyes on the future and we're actively exploring the ways EHR data can fit into our business. We're very excited about what Human API is doing."

– Jason Grover, President, Ash Brokerage



Challenge

Consumers today expect to receive a personalized digital experience in all aspects of their lives. Old insurance sales and processes no longer meet the needs of customers; insurance companies and brokerages must look for ways to optimize the life insurance purchasing experience to better serve the modern consumer.

Solution

Ash Brokerage, LLC is a leading national Brokerage General Agency that has partnered with Human API to optimize the life insurance buying process - empowering consumers to share their electronic health records (EHR) to streamline underwriting, cut cycle times, and increase placement rates as part of the firm's vision to create a seamless customer experience.

Meeting Modern Consumer Expectations

We've all heard of the Amazon effect. Consumers today expect instant results. We've all become accustomed to "buy now" experiences. With just a few taps on our phones, we can book a taxi, order dinner and check into a hotel. Every day, we get personalized digital experiences delivered right to our phones from our banks, favorite stores, exercise trackers and more. Millennials – the largest segment of the workforce and a digitally savvy generation – are rapidly entering later stages of adulthood. And they are entering the life insurance market. They will increasingly be on the lookout for companies that provide the streamlined digital experiences they're already used to getting in other industries.

The bottom line is that life insurance must be sold differently if we want to appeal to today's consumers. The traditional methods of buying and selling life insurance are being disrupted. There is a growing demand to create a less invasive and more turnkey consumer experience.

Think of the traditional life insurance application process: once the paper application is signed, the advisor gets it to the carrier. Medical records and/or a paramedical exam are ordered. Healthcare providers are called on to photocopy, scan and fax a jumble of hand-written and typed records. The process adds weeks to the purchasing cycle and results in lower placement rates and a rise in dissatisfied clients. Manual life insurance processes, incomplete data sets and legacy tools are not as effective as they used to be, especially among a growing market of digitally sophisticated consumers.

A new world that integrates innovative health data sources and technologies is increasingly emerging within the industry

Brokerage agencies, including Ash, are important stakeholders in the insurance ecosystem. They continuously seek new opportunities to drive innovation and partner with carriers on workflows to meet modern consumer needs. This approach is what makes Ash successful, as they are constantly on the lookout for ways to simplify the insurance buying process, create more value for their carrier partners and applicants, and to ultimately impact more lives.

So when one of their trusted carriers introduced them to Human API, the Ash leaders were immediately interested. They decided to explore a partnership to leverage real-time EHR data.

"According to LIMRA, over 40% of Americans have no life insurance, while nearly 85% believe that it should be owned. 43% of respondents believe the process takes too long. During the weeks, and sometimes even months, after an application is taken, the insurance company and vendors are often still diligently working to compile sufficient information to provide a price for coverage. Consumers have had minimal influence and control in a largely outdated process. Human API is driving the movement to give control back to the consumer, to streamline and speed up this process."

– Mick Dooley, VP of Operations,
Ash Brokerage

CASE STUDY

New Process, Faster Results

With Human API, Ash can empower its applicants to easily share their electronic health records in a structured, secure, and machine-readable format. This new process helps to reduce the number of consumer touchpoints during underwriting, and the structured health data that Human API delivers can be used to automate and power new workflows.

Now, instead of waiting two to eight weeks for their doctor to send medical records, clients can digitally share their medical records with Ash within minutes. In addition to reducing the time it takes to get records, for the advisor, it means potentially higher placement rates.

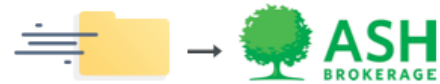
Currently, applicants are digitally sharing their health data at a 37% conversion rate through an email-based invitation workflow. Ash expects this to increase once Human API is fully embedded into automated e-applications.

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HUMAN API

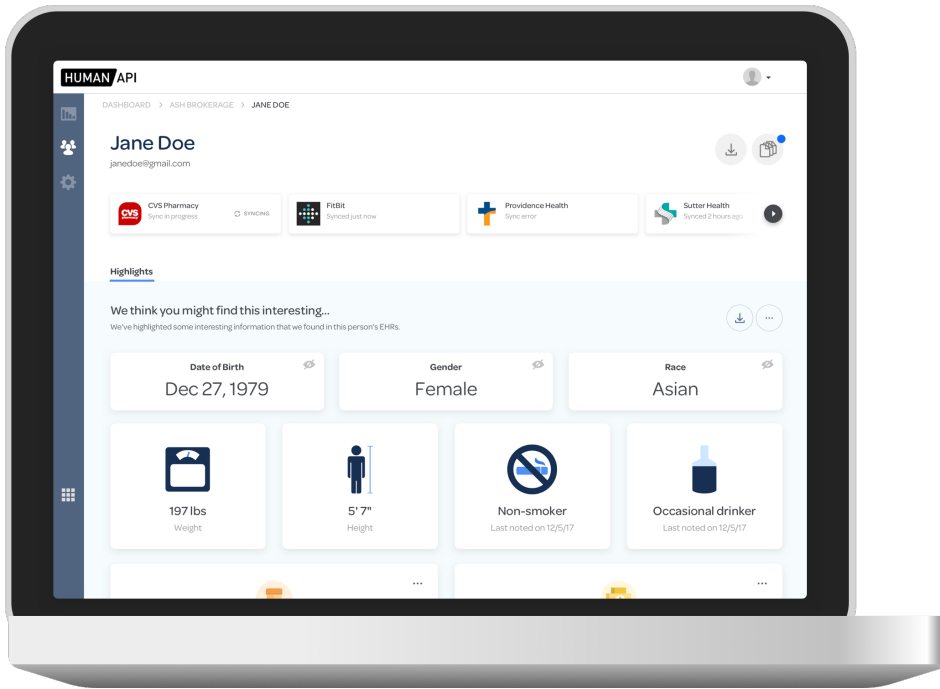
Connect your online
accounts to share your
digital health records with
Ash Brokerage



GET STARTED

By signing into your online accounts, you authorize the transfer of your health data to Human API and Ash Brokerage and agree to these [Terms of Service](#)

Powered by **HUMAN API**



"EHR solutions are gaining adoption in our industry as part of a movement to create a client-centric experience through digitalization. We anticipate adoption rates will progressively increase and we are excited to be contributing to that continuous innovation through partnerships with Human API, our carriers, our advisors and, of course, the clients we all serve."

-Jennifer Glessner, VP of Underwriting, Ash Brokerage

Moving Forward - The Future of Insurance

Insurance is one of the last major industries to undergo a full digital transformation, but the time is at last approaching. To reach a market of on-demand consumers, incumbent companies must innovate to meet evolving customer expectations. Ash Brokerage is optimistic about the future of EHR data and its potential to transform the insurance industry.

Human API already has partnerships with more than a dozen carriers across the country as companies are increasingly focusing their attention on the potential of EHR data to accelerate underwriting, stratify risk, power automated rules engines, open new lines of business and streamline the application process.

Changing the life insurance experience will not be a straightforward journey, but it will be a worthwhile one. As seen in other digitized industries, high levels of automation and the availability of real-time data will bring drastic changes that ultimately benefit consumers and advisors alike.

Together, Ash Brokerage and Human API are taking the first steps to leverage real-time EHR data to create a streamlined insurance-buying process that improves customer experience and accelerates underwriting.

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