

THE BISHOP COMPANY, LLC

Making Life Insurance
Understandable™



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Clients with Medical Issues

At the end of the year Insurance companies are looking for top line growth and consequently become “creative” in evaluating medical risks. That creates opportunities for clients with above-average risk factors.

For example, we worked with a client with the following profile:

- **Male, age 71**
- **Heart attack within the last six years**
- **Prostate cancer**
- **Private pilot**

Nonetheless, we were able to secure a policy with Preferred Medical Rates.

How is this possible? When insurance companies develop products, certain mortality assumptions are built into the pricing. In fact, the mortality levels are better than many of these companies have projected, which gives them added capacity to assume risks they would not normally consider.

This window of opportunity closes at the end of each year, so it’s important that we receive information on potentially difficult cases as quickly as possible to afford us the time to negotiate for the best possible rate.

I hope this information is helpful.



Best regards,

Thomas W. Bishop, CLU, AEP
President