



DISABILITY SPECIALISTS
INCORPORATED

THE ENROLLMENT PROCESS

*Setting new standards for
production, innovation and data
security in the national
Voluntary Individual Disability
marketplace*

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The enrollment process described below has been used successfully to enroll over 120,000 people. Our clients include ING, AIG, National Planning Holdings, Linsco/Private Ledger, Cambridge Investment Research, Securities Service Network, Pacific Life, Beneficial Life, Nationwide, the Montana Dental Association, the State Bar of Montana, the Pennsylvania Psychological Association, and Professional Employer Organizations (PEOs). These clients represent 18 broker dealers, 4 life insurance companies, 3 professional associations, and 3 PEOs that offer our Disability Income, Overhead Expense, and DI Retirement Security insurance products to their Eligible Participants (hereafter referred to as “participants”). The enrollment process is designed to be low key and informative, and has resulted in consistent enrollment percentages far exceeding industry standards (25-35% of the people who receive quotes purchase one or more of the disability insurance products).

- Modified Guaranteed Issue Program (MGI)
 - This program is designed for clients who have an employee/employer relationship. It is ideal for PEOs and companies with large numbers of employees with bonus and/or commission income not covered under their Group LTD Plan or with a Group LTD maximum benefit that leaves the highly compensated under-insured.
 - If the participant meets the Modified Guaranteed Issue criteria and qualifies financially, they are guaranteed a policy, are not required to take a paramed exam or blood test, and short form applications are used. Financial documentation is required.
 - Rates are discounted 25% for Disability Income and 20% for Overhead Expense and DI Retirement Security products.
- Enrollment of the program is conducted from DSI’s Bozeman, Montana office. There are 8 full-time licensed Advisors and 4 Scheduling Coordinators on staff. This allows us to contact approximately 3,500 people a month.
- Participants are contacted by fax, email, and/or phone, at their place of business, NOT at home.

Enrollment Process

- The PEO (you) sends out an Announcement Letter (via blast fax, email, newsletter, etc.) to all participants. A Do Not Contact Letter will accompany the Announcement Letter. This provides all participants the opportunity to remove themselves from DSI’s contact lists prior to commencement of the enrollment; or they may ask to be removed from the contact list at anytime during the enrollment process.
 - In addition, many of our clients publish articles to help educate



participants on the need for Disability Insurance. The articles are written by DSI and have proven to be a useful tool in assisting participants with making sound and well-informed decisions about their financial future.

- 1 to 2 weeks after the PEO announces the program, DSI starts the enrollment process.
 - DSI faxes a copy of the Announcement Letter the week that an advisor is scheduled to contact the participant. Faxing the Announcement Letter the same week allows the participant to view it a second time so it's fresh in their mind, and helps reinforce to the participant that a relationship exists between DSI and the PEO.
 - Within 3 days of DSI faxing the Announcement Letter, an advisor will attempt to contact the participant via telephone. If the participant is not available, a voicemail is left and an email will be sent immediately following the voicemail. The email will contain information on the program and the questions the advisor will need answered in order to send the participant an individualized packet (illustration/price quote, summary of program definitions and an application).
 - If the participant has not responded within 3-5 business days, the advisor will make a follow-up phone call. If the participant is not available, a voicemail will be left followed by a second email.
 - If the participant still does not respond, there is no further contact until the advisor has finished enrolling the entire state or 30 days has past, whichever is longer. At that time, a final email is sent offering one last chance to receive an illustration/price quote. No phone contact is attempted.
- If a participant requests information:
 - The participant will be sent an individualized packet (illustration/price quote, summary of program definitions and an application). The participant has 30 days from the date he/she requests information to enroll in the program, under the Modified Guaranteed Issue offer.
 - The advisor follows up once a week, unless the participant requests they not be contacted until a specific date. The purpose of these contacts is to answer any questions about the programs/products and to remind the participant of the last date for enrollment.
 - If a participant decides to apply for one or more of the products, there are 3 options to complete the application: 1) the advisor completes the application by phone and faxes it to the participant for signature, 2) the



advisor helps the participant complete an “on-line application,” or 3) the participant completes the application himself/herself.

- Submitting the application

The applications are processed at DSI’s administrative office in Sherwood, Oregon. After DSI has received all required information from the participant, the application is submitted to Principal Financial. The policies are issued and mailed to the participant, typically within 3-4 weeks.

- Enrollments are conducted once a year. Participants under age 45 can enroll under the MGI offer each year until age 45. Participants ages 45 to 55 can enroll under the MGI offer the first two years the program is offered. Participants ages 55 to 60 can enroll under the MGI offer only the first year the program is offered. DSI does not contact participants during the yearly enrollments unless they are eligible for the MGI offer. All participants, age 60 and under can enroll in the disability programs **at any time**, with proof of medical insurability and receive the discounted rates.

DSI’s enrollment process is strictly adhered to and one of the primary reasons DSI is an acknowledged industry leader at enrolling Voluntary Individual Disability Programs.

- Enrollment results indicate the perceived value of the Program by the PEO’s participants. However, there are some outside factors that affect enrollment results.
 - The biggest buyers of disability insurance products are under age 50. Therefore, PEOs that have a significant number of participants between age 50 and 60, may have a lower than expected enrollment percentage.
 - Many participants have already purchased disability insurance and are not eligible to increase their benefits.
 - Enrollment of the disability programs is conducted once a year.
- DSI can provide the PEO with a series of articles describing the need for disability insurance, and how the different disability products available to the participants work. These articles can be published in the PEO’s newsletter, on their website, or emailed to the participants.