



Protection Pays is our regular newsletter that shows how protection helps real people, and supports your recommendations

We understand that one of the biggest barriers to protection is the perception that insurance companies don't pay out. That's why we're transparent in how many claims we've paid, to show that protection does pay when it matters most. Since 2015 we've paid out over £300m, helping over 25,000 individuals and families during life's biggest challenges whether that's unexpected illness, injury or death.

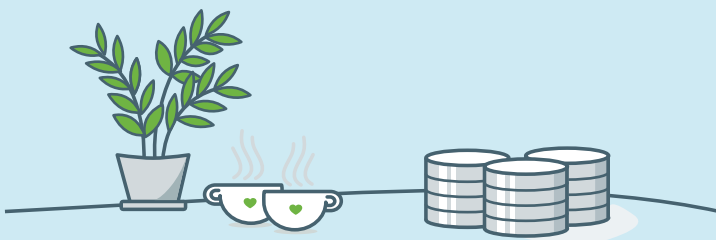
In this issue of Protection Pays we shine the spotlight on Income Protection.

A monthly income when your client can't work

Income Protection is there to provide your client with financial security should they unexpectedly become ill or injured and unable to work. A loss in income can happen to anyone, yet our research shows just 44% of people have the recommended 3 months' of outgoings in savings [LV= Income Roulette report](#), leaving them at serious risk to an income shock.



So far in 2019 we've....

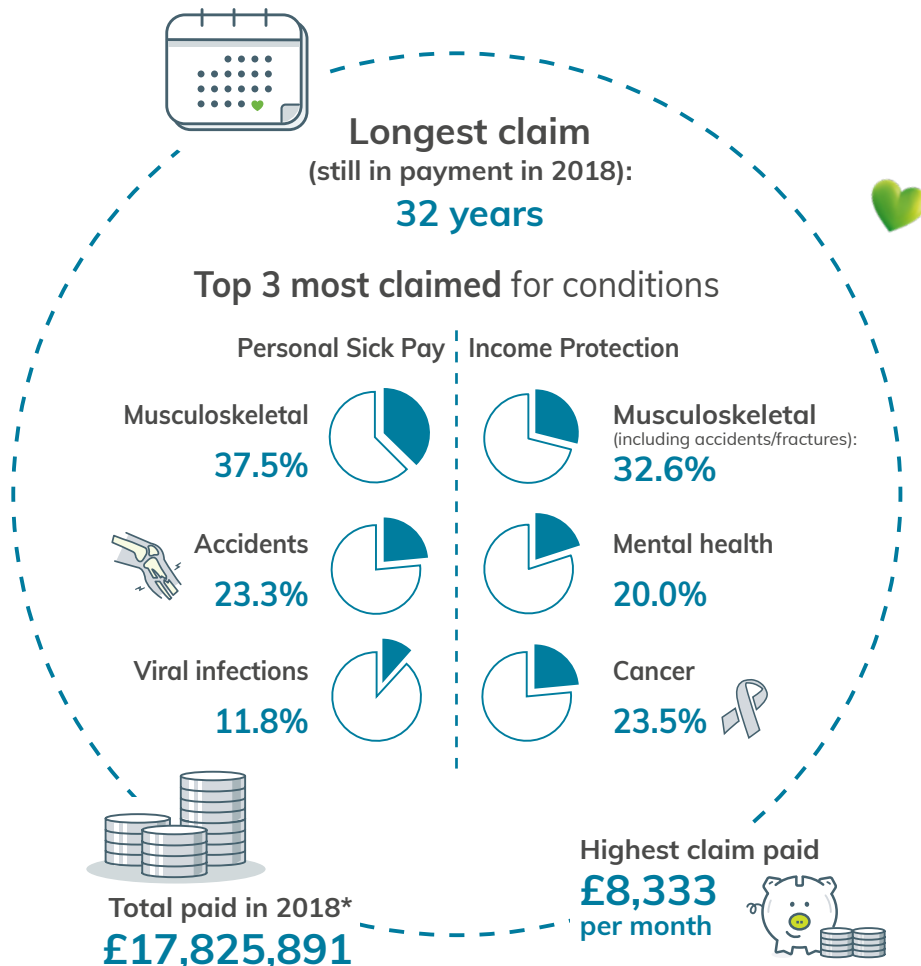


- Paid out **£4 million** in IP and PSP claims
- Paid out claims for customers as young as 18 and as old as 64
- Helped customers with occupations ranging from **barristers** to **boat masters**
- Paid **4 new** claims due to appendicitis and **5** for tennis elbow
- Helped **59** new claimants with rehabilitation support services ranging from physiotherapy to career redirection assessments



Here's some of our highlights from 2018:

In 2018 we proudly supported over **1500 individuals** who were unable to work due to long term sickness or injury through our Income Protection (IP) products, paying out over £17.8 million.



*This includes new claims made in 2018 and claims still in payment in 2018.

Supporting our customer for over thirty years



Jill* worked as a caterer and sadly suffered from a hemorrhage in her twenties which led to her being diagnosed with epilepsy. Unfortunately, even with medication she was still unable to control her condition and return to work. Since 1986 we've supported her, and have paid out over £280,000, providing her with financial security for over 32 years.

*This case study is based on a real claim still being paid in 2018. Please note that the name and image used is for illustrative purposes only.



Here's how we're supporting mental health

In May Mental Health Awareness week took place, with the aim to raise the profile of mental health conditions. With as many as 1 in 4 of people in the UK suffering from a mental health condition, we believe that mental wellbeing is just as important as physical health. And our claims experience shows us that anyone can be affected. That's why we've got a range of value-added services and features to offer support to your client, including:



- LV= Doctor Services: Your client can access six services including Remote Psychological Services, where they can get up to five free remote sessions (per year) with a qualified professional.



- Rehab support services*: we're able to offer psychological support and return to work services (available with Income Protection) from as early as the waiting period, helping your client get the support they need sooner.



- LV= member care line: as an LV= member your client can use our member care line, which offers counselling and health and wellbeing support for a range of issues.

LV= Doctors Services, Rehab Support services and the 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

*Our rehab support services may be capped at 3x the monthly amount of cover



Meet a claims assessor...

As the first point of contact our claims assessors play a key role in helping your client through a challenging time.

All our Income Protection claims are processed through our tele-claims service. This means our customers are able to speak directly to our trained claims team, so we can get them the help they need sooner.

Carl Stamp, a senior claims assessor at LV= discusses the support we offer our customers with mental health issues.

How would you summarise your role?

I assess Income Protection claims, for their validity. My role involves explaining the claims processes, giving timescales, assessing any evidence and updating customers of the outcome.

How do you adapt your approach when dealing with a sensitive case?

It becomes quite clear in the call when someone's mental wellbeing is affected. Within moments, you find that you're adapting your voice and the way you talk to them. I find I'm slowing my speech, becoming more conversational, and asking them open-ended questions to get the insured to speak, showing that I'm there and I'm listening.

What are the key attributes that help you within your role?

I'd say it's challenging but it's something that I'm good at, and that's thinking on your feet. Simply acting like a human being, being empathetic and offering a listening ear when it's needed. Sometimes this could be giving them the opportunity to cry, asking if it'll be better calling back, anything we can do to help.

What do you find most rewarding?

It's when the customer realises that there is help out there. While we might not be able to pay their policy benefit straight away, we can offer support to them immediately. It's the feeling from letting the individual know that help is on its way, and creating a proactive journey for them.

How do you discuss the options available for those struggling with mental health?

I discuss our Rehab Support Services. How we can send a referral to them, get someone in their locale to contact them typically within a week, bypassing NHS wait times. They can do face-to-face meets or over-the-phone counselling. And when the customer hears this from us, they can't believe it's a service we offer.

We also have LV= Doctor Services, so they can get access to help through that avenue as well.



How we've helped one of our customers



William* was a Headteacher who was unable to work due to anxiety and depression. He let us know of his situation and we were able to help him during the waiting period, before he was eligible to claim. We were able to offer him support through career assistance and put him on a rehabilitation plan, keeping in regular contact with him throughout the process. While we were paying his claim, we helped him gain some voluntary work to give him the confidence and experience needed to return to work in a different role full time.

*This case study is based on a real claim paid in 2018. Please note that the name and image used is for illustrative purposes only.

Automatic exclusion review periods

We want to improve access to protection, and make sure your clients are able to get the cover they need in place.

That's why we're often able to apply an automatic exclusion review periods, including for clients with a history of mental health problems. This means if your client suffers no further issues after taking out the policy, they can request that we remove the exclusion after one, two or three years.



To support your conversations we have a wide range of tools and resources available.

To find out more visit [LV.com/adviser](https://www.lv.com/adviser)

Protection Pays is our regular bulletin that shows why protection is so important and how it helps real people. It can also help you understand the support available at claim.

For more information on LV=, please visit [LV.com/adviser](https://www.lv.com/adviser)