

# COMPLIANCE

The American Heritage Dictionary defines compliance as, "A complying with a wish, request or demand. A disposition or tendency to yield to others." When states request or demand, UA yields. In the arena of insurance regulation, compliance is gospel!

Because insurance is a state-regulated industry, all policies, applications, forms, and marketing materials must be reviewed and approved by individual state authorities before being released to Agents. We adjust them where and whenever possible to comply with each individual state's regulations and requirements. Unfortunately, in some instances, no matter what adjustments and changes we make, the policy, application, form, or marketing piece never receives approval for use in a particular state or states.

Why is compliance so important? Fines may be administered by state insurance commissions to a carrier whose Agent uses non-approved materials. In addition, if you use an incorrect form or application or don't provide your customer with all the state-required forms for a particular transaction, it will hold up the processing of that application. Non-compliance delays policy issue and delays commission checks! It's definitely to your benefit to be knowledgeable about compliance and to use all the correct and appropriate forms and applications for each sale.

Don't worry, United American makes it easy. We continuously update compliance information on a state by state basis and make it available to Managers and Unit Managers to review via UAOnline. Go to Departments; click on Compliance; pull up life and health product information by state.



For life materials, you'll find the marketing name for each form, the corresponding policy name and numbers, the corresponding brochure/application name and number, and specific

instructions on additional forms that apply.

For health materials, you'll be given the policy name, corresponding brochure/application name and number, special instructions, and the appropriate Med-Supp notice that must accompany the forms.

Form numbers are prominently displayed in several locations on each application, brochure or form. Be sure those numbers totally correspond to the approved or required form(s) for that particular state.

Compliance product information, along with all additional required forms, is also sent with Branch supply orders. If you sell in more than one state, it's imperative you check compliance information regularly. An application that is approved for use in one state may not be approved for use in another! Compliance changes frequently, so check the site often and pay close attention to the information sent with supplies. Managers and Unit Managers should remind Agents on a regular basis about the importance of compliance and, where appropriate, print and distribute updated information to them.

Using the correct forms initially will save time and effort for Managers, Unit Manager, Agents and Home Office staff, and will allow policies and commission checks to be issued more quickly. Make compliance your priority!