

For UK financial advisers only

Fuel for Life

Helping you protect your clients' income and everyday life

Packed with insights, ideas and experiences to fuel your protection conversations and grow your business.

Issue 5 Q1 2023



LIVE
PROTECTION

Fuel for Life

Your **protection** focused digi-zine



Welcome to issue 5 of Fuel for Life

Welcome back to Fuel for Life, our digi-zine filled with expert views, insights and proof points to support you with all things protection.

In this issue we will be focusing on Income Protection and its importance in the cost of living crisis.

On page 8, I'll be discussing some of the findings of our first Reaching Resilience report. Our survey found the key sources UK workers would expect to rely on if they were unable to work due to illness or injury. Unfortunately, IP ranks very low on that list, and that is something we want to fix.

We also spoke to some key industry experts who answer our questions on IP awareness and engagement, how to consult with couples, and adapting to your clients' changing lives. Read more on pages 9 through 11.

As always, grab a cuppa and read our latest edition. I hope you enjoy it and find it useful.

Mike Farrell,
Protection Sales and Marketing Director



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What's new from LV=

How we've delivered for you and your clients this year...



LV= turns 180

On 3rd March 2023, LV= hit a milestone: we turned 180. Back in 1843 our founders set themselves a challenge to give people the confidence to protect themselves and who they loved – something we're still doing to this day for our **over 1 million members**.



Supporting Ukraine

So far we have raised **£43,000** for the Disasters Emergency Committee's Ukraine Humanitarian Appeal. Our teams across our business have been raising funds throughout 2022 and will continue to support them into 2023.



"What a fantastic amount of money to raise for this extremely worthwhile cause. It's great that so many of our LV= teams across our offices worked collaboratively and creatively together, and it's something to be really proud of."

David Hynam, LV= CEO

Awards

We've been busy on the awards scene...



Michael Bearman won a Rising Star award at the COVER Excellence Awards in November.

Our Protection Marketing team won Best Adviser Marketing by an Insurer in association with LifeSearch at the Protection Review Awards in December.



Well done to our winners!

Our Reaching Resilience Report is now live!

In February, we launched our first **Reaching Resilience report**. Discover in depth insights into how prepared UK workers are should they have a sudden and unexpected change to their finances – and whether these plans are realistic.



From how many think they won't suffer a serious illness, to what's worrying parents – learn more from our survey.

[Read the report here](#)

[continued>](#)

Protection Pays



In our latest Protection Pays feature, we're looking at some of our recent income claims, between 1st January and 31st December 2022, to give you some updated proof points on the importance of protecting income. Here is a preview of some of the ways we've supported through 2022:

Income Protection claims



Over £2.3m
paid out in total
(New claims only)

6 years & 5 months
Average length of claim*

45
Average age to claim

Top 3
conditions claimed for:

- Musculoskeletal
- Cancer
- Mental health

22
Youngest age to claim

*for full Income Protection

Personal Sick Pay:



Over £2.1m
paid out in total
(New claims only)

5 months
Average length of claim**

41
average age to claim

Top 3
conditions claimed for:

- Musculoskeletal
- Covid-19
- Fractures

22
Youngest age to claim

**for full and budget Personal Sick Pay combined

Income Protection feature claims

Beyond the main claim payment, here's some other ways our customers have benefited from their cover in 2022:

Over £63k
paid across **48** Fracture Cover claims

£30k
for death claims

134 supported with their recovery through
our rehab support services



[continued>](#)

Protection Pays



Claim statistics can help prove that **protection does pay**, and provides **valuable support** to thousands of individuals and families each year. Sometimes though, we know it's the individual examples that show where it makes the real difference in your client conversations. Here are some of the ways protection provided important support for two of our members who couldn't work due to illness or injury:



Sheila's* Income Protection allowed her to focus on her mental health

Sheila* first contacted us in March 2022. She'd been having panic

attacks and low mood for some time and had to stop work in February 2022. She had consulted her GP and was waiting for counselling but there was a wait. After this call, our assessor arranged for a referral for treatment through **Rehab Support Services** included in her policy. Sheila started therapy and by the end of April was able to return to work. We paid her claim for **50 days** and **funded her therapy**.

*Names and images for illustrative purposes only

Lisa's* cancer diagnosis left her unable to work

Lisa* called us in August 2022. She was diagnosed with Breast Cancer in March 2022 and hadn't been able to work as a paediatric nurse since so wanted to claim on her **Personal Sick Pay** policy. She was able to send us some letters from the hospital confirming her diagnosis and treatment, along with her financial information.

We **paid her claim** at the end of her 26 week waiting period. She hopes to return to work in 2023 and we're keeping in touch with her regarding her progress and any **support** she needs.



"Claim figures and case studies do a lot to highlight the value of Income Protection. As you can see, we're able to support beyond just a main benefit payment. We build features into our products that offer more claim points, and support for your client and their family. We hope you find proof points such as these helpful in your conversations."

Anna Rogers,
Head of Underwriting and Claims at LV=

[continued>](#)

How robust are the alternatives to Income Protection?



Mike Farrell
Protection Sales and Marketing Director at LV=

Recently, we released our Reaching Resilience report, based on a survey of 4,000 nationally representative UK adults conducted for LV= by Opinion in between 16th August and 1st September 2022. Unfortunately, we found more people would rely on savings, short-term sick pay from their employer, loans/credit cards, and state benefits than on an insurance policy. But how well do these sources stand up to a dedicated Income Protection policy? Let's find out...

To start, of all UK workers...

45%
would rely on their savings if unable to work due to illness and injury.

Over **1 in 4**
don't currently have income protection but would like to have it.

54%
would feel more financially resilient with an insurance policy that paid a lump sum if they suffered a serious illness.

How robust are savings compared to IP?

While the interest is there for IP, our recent reaching resilience report found that **43%** of employed, and **60%** of self-employed respondents would rely on savings should they find themselves unable to work due to illness or injury. This starkly contrasts with the **7%** of employed, and **2%** of self-employed who would rely on an insurance policy like Critical Illness or Income Protection.

But how robust are savings compared to an IP policy?

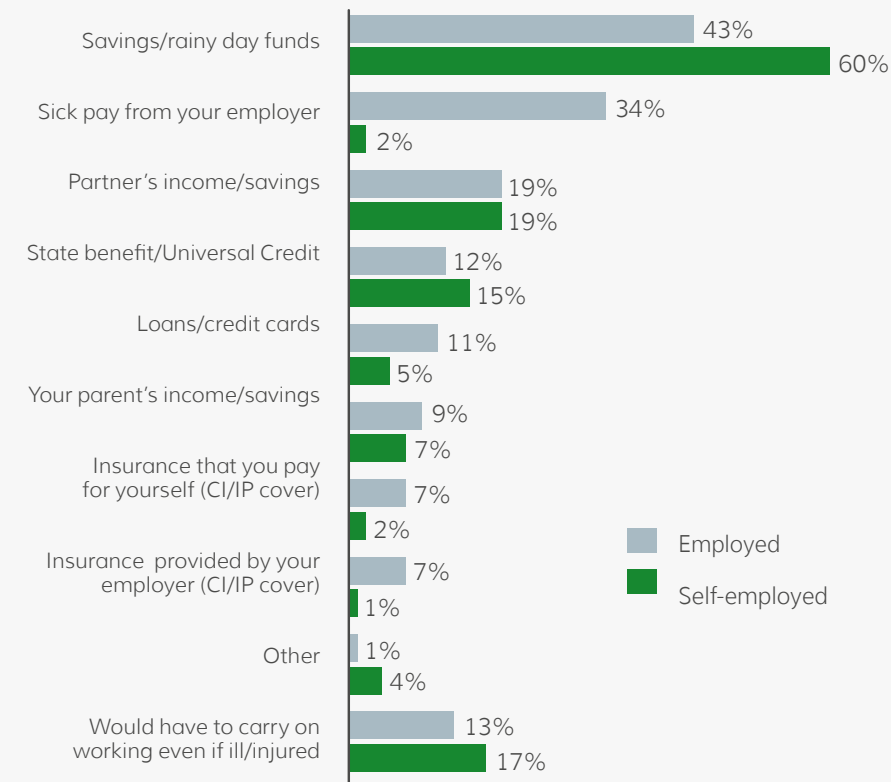
39%
of workers hold less than £5,000 in savings which, for many, will not last more than a few months.

In comparison, as at December 2022, the average LV= Income Protection claim lasted for (based on our full Income Protection)

6 years & 5 months



Sources they'd rely on to cover outgoings if they couldn't work



Overall, it's clear that most people's savings will not stretch to meet outgoings during times of extended illness. What's more, covering outgoings like bills with an Income Protection policy leaves their hard-earned savings to be spent on a well-deserved holiday, the extension they've always wanted or their children's futures.

[continued>](#)



How robust are the alternatives to Income Protection? (continued)

How robust is sick pay from an employer?

Our survey found that **34% of employed people** in the UK would rely on sick pay from their employer if they were too unwell to work due to illness or injury.

However, how far does this stretch? We know that UK employees making more than an average of £123 per week are eligible for **£109.40 a week for 28 weeks** in statutory sick pay from their employer (from April 2023). However, what about other arrangements?

Some employers offer advanced sick pay schemes that go above and beyond their legal requirements. However, how many employers would provide sick pay for several years, or even until retirement? Keeping in mind that our average Income Protection claim lasts **6 years and 5 months** (as at December 2022). In this scenario, without any IP your client will need to look at other sources to cover their outgoings.

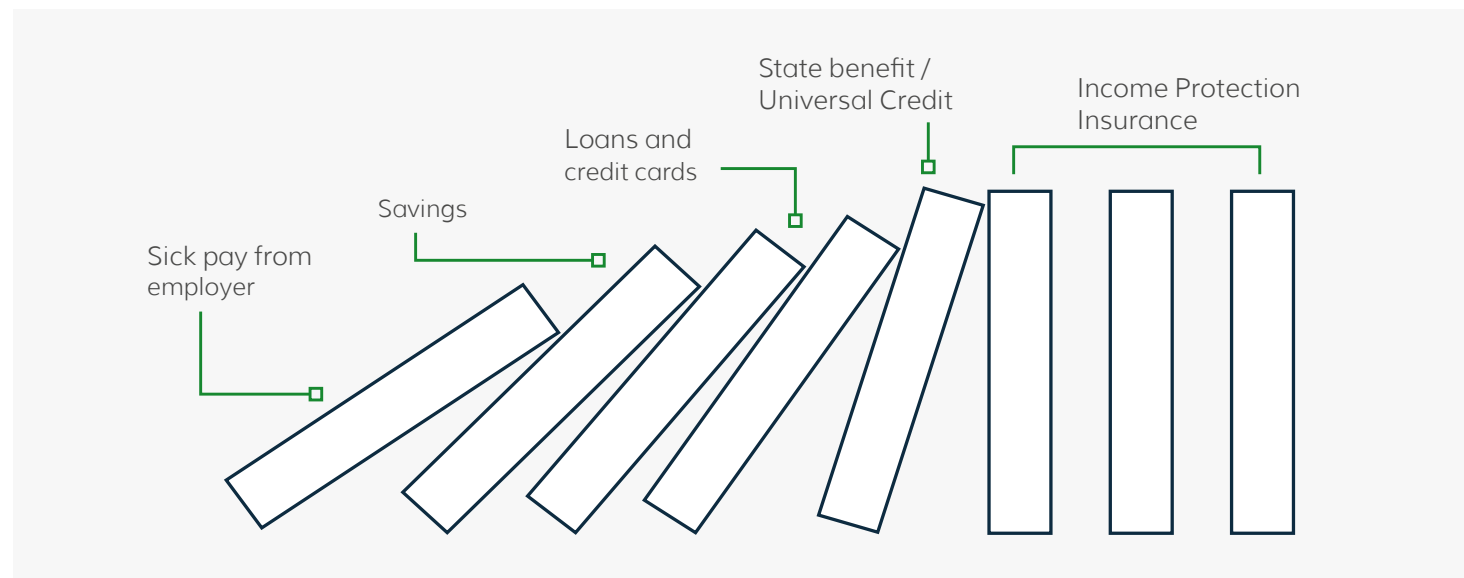


How robust are loans and credit cards?

11% of employed and 5% of self-employed responded that they would use loans or credit cards to cover outgoings if they were unable to work due to illness or injury.

While this may cover short bursts of illness, in cases where someone is off work for several months this is not a sustainable solution. Presumably this would be paired with other solutions, however, what happens if your client is permanently unable to return to work? How will their daily living costs be met?

Imagine a line of dominos falling down as your client uses up each source until eventually they end up either relying on state benefit or their income protection insurance. Read on for a comparison of IP and the current state benefit solutions...



[continued>](#)



How robust are the alternatives to Income Protection? (continued)

How robust are state benefits?

Our Reaching Resilience survey found that **12% of employed** and **15% of self-employed** would rely on state benefits or universal credit to cover outgoings during a period of illness. For many people this will be the last line of defence after their sick pay from their employer runs out.

Keeping in mind that number **6 years and 5 months** as the average length of an LV= Income Protection claim, consider that time with this weekly income...

The Office of National Statistics (ONS) pin the median pay for full-time employees in 2022 as **£33,000**¹. For example, a 30 year old on this salary could be looking at...

With an LV= Income Protection

A potential monthly income of **£1,650** until the end of their policy following any selected waiting period.

Added benefits including:

- Access to back to work support including remote physiotherapy services and psychological support
- 24/7 remote GP appointments and second opinion services through LV= Doctor Services
- Access to Legal Advice Line



Without any Income Protection (excluding any employee benefits they may have)

In comparison, the amount the same person would typically be eligible through state benefits is significantly lower...

	Weeks	Weekly benefit	Average monthly benefit
Statutory Sick Pay	28	£109.40	£474.07
Assessment Phase ESA*	13	£84.80	£365.73
Work-related activity group ESA*	N/A	£84.80	£365.73

These figures are correct from April 2023 and don't take into account any temporary or short-term changes to state benefits.

* Employment & Support Allowance (ESA). Assessment phase ESAs: £84.80 over 25's, £67.20 under 25's.

LV= Doctor Services and the Legal Advice Line are provided by third party companies. These services are not regulated by the Financial Conduct Authority or the Prudential Regulation Authority. These are non-contractual benefits and can be changed or removed at any time.

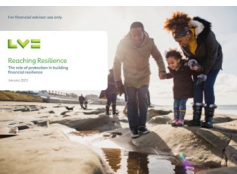
¹ONS Employee earnings in the UK: 2022



Generate a personalised report for your client's based on their income, age, and how much sick pay they have.

[Income Protection – Shortfall Calculator](#)

Find out more about our tools and calculators on [page 16](#)



For more in-depth insights into financial resilience, don't forget to read our full [Reaching Resilience report](#)

[continued>](#)

Award-winning Income Protection Solutions



At LV= we provide a range of award-winning solutions to protect your clients' income through the LV= Flexible Protection Plan. We provide three products to enable you to provide a tailored solution in-line with your client's needs. We also provide budget options. Here are some of the key features of our Income Protection Solutions for you to highlight in your protection conversations.

Income Protection

If your client has a low risk job, for example an office worker, you may want to look at our traditional Income Protection. This covers up to 60% of your client's income if they're unable to work due to illness or injury (maximum cover limits apply).

We offer Full Income Protection and budget options with a 12 or 24-month claim period.

Key Features

- **Parent and Child Cover:** receive a lump sum payment of 6 x monthly cover amount (max payment £25,000) if your client's child is diagnosed with one of 54 specified conditions.
- **Fracture Cover:** we'll pay your client a lump sum of up to £2,200 if they're diagnosed with a specific bone fracture.
- **Rehab Support Services:** services including physiotherapy, psychological support, and return to work services to aid your client's recover. This may be capped at 3x monthly benefit amount.
- **Sick Pay Guarantees:** available for teachers, dentists, doctors and surgeons. Pays out to fit alongside their sick pay arrangements (available if a 12-month waiting period chosen).



[Find out more about Income Protection](#)

Personal Sick Pay

Personal Sick Pay cover is suitable for clients with riskier occupations such as tradespeople and nurses. It pays up to 60% of your clients' earnings if they're unable to work due to illness or injury.

Budget option available with 24-month claim period.

Key Features

- **Age costed premiums:** your client's premium is based on how much cover they have and their age. The premium goes up over the term of their policy as they get older.
- **Day one cover:** your client can choose 'back to day one' cover - once they have been off work more than 3 days, we'll back pay them to the first day they stopped working.
- **£1,000 benefit guarantee:** your client can receive up to £1,000 a month cover for the first two years of any claim. To be eligible, they must prove they normally work at least 30 hours a week and receive an income.
- **Back to work support:** if your client makes a claim, they could be eligible for rehabilitation support and advice to get them back to work. This support may be capped at the total amount of 1 month of benefit.



[Find out more about Personal Sick Pay](#)

[continued>](#)



Mortgage and Rent Cover

Mortgage and Rent Cover protects your client's monthly mortgage or rental payment should they be unable to work due to illness or injury. It can cover up to 100% of the monthly mortgage or rental payment (or their share of the payment) up to £2,000 per month.

It's designed to protect clients who have variable incomes or hours. It requires no financial underwriting at application or claim. Instead, during the application process, you must verify that your client has a mortgage in place, and the cover is not more than their mortgage or rental payment. To do this, your client must provide you with documentary evidence of the mortgage or rent payment they're legally responsible for.

Key Features

- **Mortgage and Rent Guarantee:** we'll pay the full chosen amount of cover throughout the claim.
- **Back to work support:** if your client makes a claim, they could be eligible for rehabilitation support and advice to get them back to work. This support may be capped at the total amount of 1 month of benefit.
- **Pay my Mortgage:** for clients with mortgages, we can make payments directly to their lender.

[Find out more about Mortgage and Rent Cover](#)



Boost your conversations with our tools and calculators...



To help make your protection conversations more impactful, try our Risk Reality Calculator to generate a personalised risk report.

Read more about our tools and calculators on [page 16](#)

[Launch Risk Reality Calculator](#)

LV= Flexible Protection Plan

All our Income Protection Solutions are part of our menu plan, allowing you to tailor protection to your client's needs, circumstances and budget. Our menu plan also includes Life Insurance, Family Income Benefit, and Life and Critical Illness Cover.

[Find out more about the LV= Flexible Protection Plan](#)

[continued>](#)

Our National Account Managers, Marcus Primhak and Carl Heard have been speaking to some industry experts on their thoughts on the current protection market. Read on for insights into IP awareness, engaging younger clients, consulting with couples, and keeping up with the changing lives of your clients.

Q1. In our recent Reaching Resilience report, LV= found that 1 in 4 UK workers don't have an Income Protection policy but would like to have one. What's more 54% would feel more financially resilient if they had insurance that paid a lump sum if they were to suffer a serious illness.

While there's a need for IP, are we seeing an increase in awareness among clients, and are advisers increasing the importance they place on recommending IP?

Ricky Butler

Head of New Business and Growth, LifeSearch

There does seem to be an increasing awareness and shift amongst individuals about the importance of Income Protection as financial resilience has become a more pressing concern in the wake of the pandemic.



Despite an overall slump in new protection policies being written during 2022, income protection premiums rose 21% compared to 2021 according to data from Gen Re. People are rightly concerned about protecting the one thing that fuels everything else. Awareness of Income Protection has shifted but there's still confusion over what it does and how it pays out that's why an adviser is vital in ensuring the right plan is matched up with a client's circumstance.

There does still seem a long way to go however, and its vital advisers make it front and centre of every conversation they have.

Emma Vaughan

Head of Protection and Health Solutions, SimplyBiz

Work has gone in to increasing awareness and placing more importance on IP and this has been reflected in figures that have been published recently. However, we are still nowhere near the same level as critical illness cover or life insurance. Advisers need to look at their sales process and see where IP sits in that journey because if its last or even not at all, as the figures would suggest, then they need to make a change.

Every person of working age with an income should have IP so it should be the first agenda point for any protection conversation with a customer.



Steve Berry

Protection / GI Proposition & Market Development Manager, Openwork

COVID undoubtedly brought the importance of income resilience home to clients in a big way, and the awareness of IP grew massively. It's quite possible that the cost-of-living crisis is playing on client's minds in a similar way – if they recognised the need for income replacement in a COVID crisis when costs were lower, maybe they see it's even more important now.



As a network we are pushing IP and resilience in all we do, and data shows our advisers recognise this. For example, in 2022 IP accounted for 21% of our protection sales against 10% for the UK market, according to Gen Re's 2022 Protection Pulse research.

[continued>](#)



Q2. How can we engage more young people and encourage them to take out Income Protection?

Ricky Butler

Head of New Business and Growth, LifeSearch

Younger generations want flexibility and a product that ties in with their lifestyle. We need to offer Income Protection at the right time and in the right places where younger audiences want to engage.

A lot of our traditional models are outdated and if we are to attract new audiences and grow the market, we need to make Income Protection an entry level product. We have a real opportunity to make Income Protection fashionable linked to wellbeing, but it must be costed in a way that new younger audiences see real value and want more. I see no reason products couldn't be offered on even shorter pay out periods like 3 months paying out after a day being sick with the ability to upgrade change and flex to a longer plan at a click of a button.

Emma Vaughan

Head of Protection and Health Solutions, SimplyBiz

We need to make it more relevant by listening and understanding what is important to young people now. As an industry, we have not changed our messaging and maybe it's time to do so.

It's evident that things like value and sustainability are higher on people's agendas so how can we show that these things are important to us too?

We need to adapt and I don't mean a token gesture of promoting on social media or creating a few videos. What are the 'real' things we are hoping to safeguard? Yes, it's an income but what does that mean in the real world? Is it just protecting rent or is it safeguarding your first step away from living with parents?

Does it just cover a salary or is it guaranteeing independence?

Steve Berry

Protection / GI Proposition & Market Development Manager, Openwork

The young think they are invincible. Old age and death are a long way away and statistically unlikely. We need to help young clients understand that sadly they are not invincible to accidents and illnesses. While the Life Assurance they think they won't need would be there to support dependents once they've gone, **Income Protection protects their income against the most likely occurrence of losing that due to accident or illness.**

So, IP is insurance for them, not dependents, it's there to protect the very lifestyle that they value. Ask the young how, if their income stopped, they'd cope without a mobile phone, run a hectic social life, have holidays and generally be young, free and single.

44% of workers **aged 18-34** don't think there's **any chance** they will pass away, be diagnosed with a serious illness, or be off work for 2 months or more due to illness or injury in the next 10 years*.

Of workers aged 18-34:

23% have under £5,000 of debt **14%** have £10,000-£19,000*



*based on a survey of 4000 nationally representative UK adults conducted for LV= by Opinium in between 16th August and 1st September 2022.

[continued>](#)



Q3. Our Reaching Resilience report also highlighted that 19% of respondents listed “partner’s income/savings” as a source they’d rely on if they were unable to work. Similarly, 50% said their partner relies on their income.

How would you approach a conversation with a couple who don’t feel they need Income Protection because they would rely on each other’s savings/income in the event they are unable to work due to illness or injury?

Ricky Butler

Head of New Business and Growth, LifeSearch

Building up a sensible amount of savings is always a good idea. A good adviser can help couples understand that while relying on each other's income and savings may be a good backup plan, **it may not be enough to cover all the expenses and financial obligations that arise when one partner is unable to work.**

What would they have to give up if they just had to rely on one of their incomes? How long would those savings last? What if your partner never went back to work again? Framing and positioning Income Protection correctly in an advisory conversation, **explaining the clear benefit of having a safety net will give both clients financial stability and peace of mind.**

Emma Vaughan

Head of Protection and Health Solutions, SimplyBiz

This is an ideal situation to use risk calculators to highlight how unrealistic it is to rely on each other savings or income.

Most mortgage or rent payments require both salaries

so while they may be able to keep a roof over their head, things like utilities, food, cars and all the other things we take for granted will no longer be affordable. The energy crisis is a perfect example of where the cost of living sky rockets and puts a lot of people in a tight position with 2 incomes.

Imagine how much worse it could be if they dropped to one?

We would like to think that our significant other would support us but why would you want to put them in that position?

Steve Berry

Protection / GI Proposition & Market Development Manager, Openwork

I’m going to assume they have a joint mortgage, funded by joint income. Their lender has assessed their affordability based on both incomes and it’s unlikely the lender would have granted the mortgage on a sole income.

So, if the lender deems the mortgage unsupportable by one income, what makes the clients think that if one of those incomes was suddenly lost, that the mortgage could still be paid?

And even if one income could pay the mortgage, I’d point out it’s not just about paying the mortgage. Their joint income pays for all household bills, food, other shopping, mobile phones, broadband etc. Which of those would they be happy to give up? I’d also ask which of 2 likely routes they’d prefer to take if one income was lost; 1) £109.40 Statutory Sick Pay for 28 weeks only, followed by a lengthy application for means tested ESA at £84.80pw or 2) a simple 1-page claim form for IP that could pay c60-70% of their earnings until retirement?

Check out 'How robust are savings?' with Mike Farrell on [page 6](#) to inspire your next conversation.



[continued>](#)



Q4. Clients' lives are not static and neither are their financial needs.

How can advisers go the extra mile to support their clients through life changes? (For example, mental health challenges, expanding families, buying a new house, etc.)

Ricky Butler

Head of New Business and Growth, LifeSearch

Being proactive and keeping clients engaged in the protection you have recommended is the key to ensuring the plans you have recommended keeps pace with their lifestyle.

Far too often protection can be a one hit wonder. A plan is taken on, put away and never revisited only to find out too late that it doesn't now do what is required.

Regular reviews ensuring customers have a good awareness of what they have, what they don't and how changes in their lifestyle might affect what they need now, allows clients to make better decisions about the protection they need if their circumstances change. Insurers have worked extremely hard over the last few years to add real additional benefits into plans like remote access to GPs as an example which my family and I have regularly used.

Ensuring customers know about these benefits and how they access them is a great way of building stronger relationships and helping clients navigate through the challenges life throws at them.



Emma Vaughan

Head of Protection and Health Solutions, SimplyBiz

The extra mile starts with knowing your customer on a deeper level. Understanding their short, medium and long term aspirations allows you to plan with them. Also, if you keep the lines of engagement open then you will know if they are moving house or having children because they will come to you.

Sending an email or a text every 3-6 months costs very little but keeps you, as their adviser, at the front of their minds when ever anything changes financially, good or bad.

If you have done a good job then your customer will fully understand how you can support them in times of celebration or if they need to make a claim.

Steve Berry

Protection / GI Proposition & Market Development Manager, Openwork

There's two angles here I think, but both depend on building a close relationship through keeping in touch regularly. The adviser who has established themselves as the 'go-to' for financial advice will be able to support these clients through such challenges. If the proposition has been fully explained up front, and the key features replayed at each servicing visit, then the wide range of added value services can support most clients through most events.

The clients who understand this will be far better placed.

Expanding families and new or bigger house purchases can be supported by advisers doing regular reviews, ensuring that the protection portfolio remains fit for purpose, and if client's health deteriorates then all policies have some form of GIOs to allow increased benefits free of underwriting.

Of all 25 to 44 year olds*, in the next 5 years...

23% plan to buy a new home 16% plan to by their first home 19% plan to have a baby 14% plan to start their own business

*based on a survey of 4000 nationally representative UK adults conducted for LV= by Opinium in between 16th August and 1st September 2022.

[continued>](#)



Boost your **protection knowledge** in less than 60 minutes

In 2022, LV= Protection hosted...

80 webinars with 9,000+ attendees

We're always looking to keep you up-to-date with the very latest on our products, new insights and protection skills. Through our webinars you can brush up on your knowledge, gain CPD certificates, and speak to one of our team to ask any questions you may have. We run a variety of sessions throughout the year, check out our calendar to find out more.

[LV= protection webinar calendar](#)



Keep up to date with our latest events on our **[Protection Webinar Calendar](#)**



Some of our regular sessions...

Menu protection from the heart

Whether you're new to LV= protection products or looking for a refresher or would like to learn more about selling a menu of protection our sessions covering the LV= Flexible Protection Plan have you covered. During these sessions, we will talk through why selling menu is good for business, cover the different options to protect your client's income and support their family, along with the added extras that come with our plan.

From traditional Income Protection to Personal Sick Pay, Critical Illness Cover and Life Protection, this session provides a whistle-stop tour to boost your LV= protection knowledge.

[When's our next session? Find out here](#)

LV= Moments of Truth

It's often said that the point of claim is the Moment of Truth with an insurance policy. With IP, clients often don't realise how valuable their policy is until they need to claim. During these interactive sessions we present a client scenario, and collaboratively think about how you could protect them with a menu plan.

We'll walk through a couple of examples of how you could cover them with a menu recommendation considering their needs and budget. Then we'll look at how their cover will protect them in the Moment of Truth following an illness or injury.

[When's our next session? Find out here](#)

[continued>](#)



Resources to support your menu conversations

Our recent Reaching Resilience report found that only 22% of workers said they could imagine being unable to work for 2 months or more due to illness or injury. However, as we know, it's impossible to know what's around the corner and everyone faces these risks. Framing the value of IP is essential to help your clients achieve financial resilience. Try our helpful tools and calculators to make your IP conversations more impactful.

Speaking to clients about protection is the first step to offering this resilience. Luckily, we are on hand to assist you in these conversations with our useful tools...

Pre-Underwriting tool

Our pre-underwriting tool gives you instant indicative underwriting decisions without having to call an underwriter. Our underwriters use the exact same tool, so you'll get the same answer from our tool as you would one of our underwriters – it's a real time saver for you.

See instant underwriting decisions for over 66% of Income Protection clients.

[Try our pre-underwriting tool here](#)

Income Shortfall Calculator

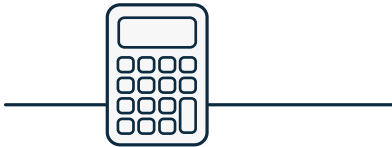
Our Income Shortfall Calculator shows how much income your client could lose if they were unable to work and how much of it you could protect with LV= Income Protection. Simply enter a few details about your client to get their instant personalised result. Checkout our shortfall calculators specifically built for LV= Income Protection and Personal Sick Pay.

What's more, we also have a dedicated calculator for clients who don't have simple sick pay arrangements. For them, try our Split Waiting Period shortfall calculator:

[Income Protection - Shortfall Calculator](#)

[Personal Sick Pay - Shortfall Calculator](#)

[Split Waiting Period - Shortfall Calculator](#)



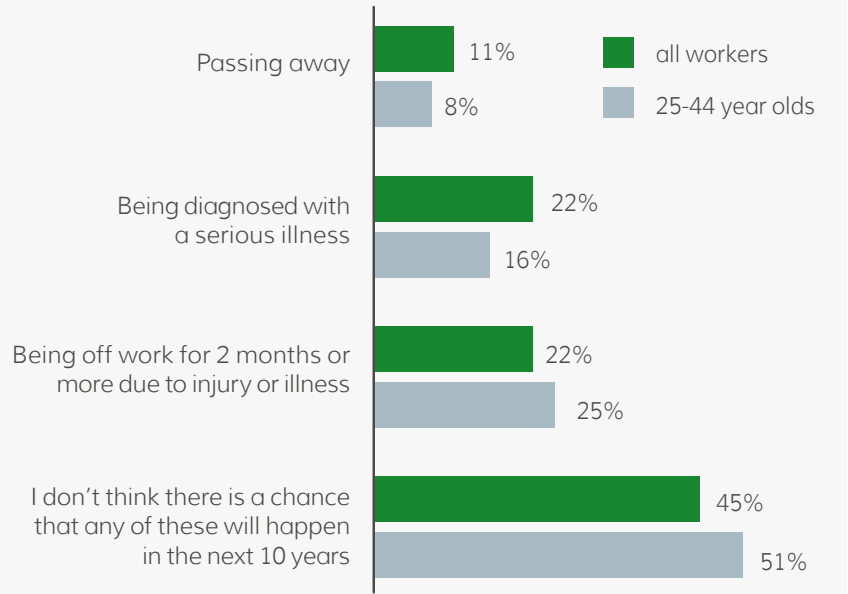
Risk Reality Calculator

Our Risk Reality Calculator puts the real risk of income loss and serious illness into perspective.

As you can see from the figures above, your clients may not be thinking of long-term illness or injury as something that could factor in their future. However, they may feel differently when presented with a personalised risk report.

[Try our Risk Reality Calculator here](#)

Which, if any of the following do you think has the highest chance of happening to you during the next 10 years?



[continued>](#)

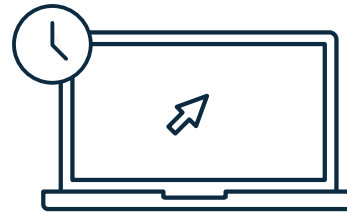
Thank you for your continued support

We'll be here for you through the rest of 2023 and beyond



8 out of **10**
applications get
an instant decision

Without the need for
further evidence.



24/7 online support

Instant indicative decisions through our
[pre-underwriting tool](#) or track the progress of your
Fastway applications via the [Protection Progress Hub](#).

Free cover for
your clients

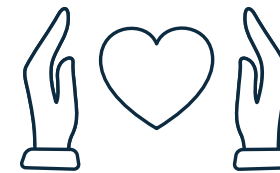
(aged under 55)

Whilst they're waiting
for their Life or Life and
Critical Illness policy to
be accepted.

[T&C's apply](#)



[LV= Doctor Services](#)



[Legal Advice Line](#)

Your clients will have access to exclusive LV= benefits from day 1 of their
protection policies starting.

[continued>](#)




We hope you enjoyed reading Fuel for Life.

Thank you again for your continued support throughout 2023.

We look forward to working with you for the rest of this year and beyond.

**You and your clients are
at the heart of what we do**

Our [account managers](#) are here to support
you now and always.

 You can contact them on:
0800 678 1890

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