

# American Public Life

## Core System for Automated Quoting, Rating, and Underwriting



### FINEOS Products

✓ FINEOS New Business  
& Underwriting

✓ FINEOS Engage

*"By leveraging the FINEOS Platform, we'll be able to improve user experience with a powerful core system that automates processes which have historically been manual for us. This partnership will enable us to speed up quote turnaround time, improve accuracy, and reduce risk to drive our organization's growth and strategic innovation. Our customers will benefit from better service because of our decision to move from on-prem legacy systems to the cloud-based FINEOS Platform."*

### Jerry Horton

President/CEO  
American Public Life

### About American Public Life

Founded in 1945, American Public Life Insurance Company (APL) continues expanding the benefits horizon as a leading provider of voluntary worksite benefits with offices in Jackson, Mississippi, and Oklahoma City. APL is licensed to conduct business in 49 states with sales through select independent brokers and has a financial rating of "A+ (Superior)" through A.M. Best ([www.ambest.com](http://www.ambest.com)). For more information, please visit [www.ampublic.com](http://www.ampublic.com).

### APL Business Challenges

APL's mission is to become the carrier of choice for brokers for a wide range of worksite insurance products to industries of all sizes.

APL's product offerings include both group (STD, LTD, Hospital, Accident, Cancer, CI, GAP, Dental) and individual products (Life, Accident, Cancer, and Dental)

APL operates in the Employee Benefits market against a background of continuous health care reform and regulation and a changing work environment. To succeed in this market, APL believes it must be technologically innovative and operationally efficient, while delivering an outstanding broker and customer experience.

However, before embarking on its digital transformation project, APL realized that it faced several issues that could impede its progress in the market. The key challenges were:

- A lack of integration to key systems – such as policy administration, quoting, and CRM.
- Quoting and proposal were excessively manual, lacking in automation, and the processes relied on homegrown software.
- Sales processes had become fragmented and disconnected.
- The quote turnaround process was too long.
- The broker experience was good but needed to be great.

*“Automating and reducing the need for manual processes is central to digital transformation; the FINEOS New Business & Underwriting management system APL deployed plays a key role in this process. Without FINEOS, many of our processes would still be largely manual and time-consuming, reducing our ability to effectively compete in an ever-changing market where efficiency is key.”*

**Ian Pugh**

Director of Information Technology  
American Public Life

## The APL Project

APL embarked on a project to replace its existing new business and underwriting systems with a modern platform that would enable brokers to propose, quote, and bundle products underwritten by APL. The new system would work across 3 new and 5 existing product lines and benefit the company through:

- Streamlined sales, distribution and proposal-generation process
- Automation of underwriting and product design
- Automated plan designs and proposal generation
- Reducing manual entry into multiple systems for sales and proposal generation
- Integrating end-to-end seamlessly with various systems

Following a market review and proof of concept, APL selected FINEOS New Business & Underwriting as its cloud-based solution to streamline new business and underwriting, speed up quote turnaround time, improve accuracy, and reduce risk.

APL chose FINEOS because it offered a powerful core system to enhance the user experience for APL’s customers. More importantly, FINEOS was able to demonstrate a deep understanding of the Employee Benefits market and the challenges that organizations face. APL believed that FINEOS could guide them through the project and successfully meet its expectations for the new system.

### Project Challenges

APL had never embarked on a tech project of this scope requiring the coordination of virtually every department and its SMEs. Over 70% of APL’s personnel were involved in the project, from C-suite to Risk, Underwriting, Claims, Enrollment Services, Product Development, Broker Resources, Sales, Marketing, Administrative Operations and IT. With just 130 employees, APL characterised the project as “flying the plane while building it.”

A further challenge for APL was navigating the three-way partnership between APL, EY and FINEOS. The hybrid approach – using the FINEOS expertise, EY and the core APL team together as a single project team – helped execute project tasks and ensure accountability was centered on the whole team, avoiding potential friction between vendor, SI and carrier team. FINEOS and EY were able to understand how APL’s business worked while APL remained flexible and ready to make decisions quickly.

The project required constant coordination across the teams from the first planning meetings to the first go-live. Participants held several calls daily over ten months, and because of all parties’ commitment to communication and cooperation, the project was completed on time while meeting the desired business outcome.

*"We are delighted to provide American Public Life our fast, secure and reliable FINEOS Smart Connectors to make communication between the FINEOS Platform and benefit administration business partners seamless. The FINEOS Engage Smart Connectors use machine learning techniques to simplify data management, which is the industry-leading and innovative approach to connecting our purpose-built FINEOS Platform to the benefit administration partners that employee benefit carriers must work with to be successful.*

*With the FINEOS Platform for New Business & Underwriting, APL will be able to provide a superior digital user experience at every touchpoint of their quoting, rating and underwriting processes."*

**Michael Kelly**  
Chief Executive Officer  
FINEOS

### **Project Phases**

The project was broken down into four main phases:

- Initiation – Demos, product selection, contract negotiations
- Release 1 – Implementation for basic setup of products to be quoted, proposed, brochures created
- Release 2 – Integrations to APL's policy administration system and extend FINEOS NBU capabilities through FINEOS Engage to connect APL to employer benefit administration systems through a machine learning integration
- Release 3 – Additional products and states added to overall solution

The project went live in 2021 on time and under budget.

### **APL's Digital Transformation with FINEOS**

FINEOS New Business & Underwriting enables APL to automate workflows and decision-making throughout the quoting lifecycle, from request-for-proposal intake to policy integration.

Using the [FINEOS Engage Smart Connectors](#), APL is working to create a data translation layer between employee benefit administrators and themselves by delivering normalized, structured, and validated data through modern smart connectors that utilize APIs and machine learning segmentation models. The FINEOS Engage Smart Connectors enable APL to make data transformation faster, easier, and more accurate, supporting data transformation between a variety of sources including existing legacy systems.

### **Key Success Factors**

- A hybrid team made up of participants from FINEOS, EY and APL acting as a single project team
- Open communication prevented and solved challenges along the way
- Having over 70% of APL staff involved in the project in some way made the organizational transformation at the end of each release easier
- Deep FINEOS understanding of APL's business

*"The Group and Voluntary Benefits business has a very complex ecosystem that requires the ability for carriers to integrate with and adapt to a wide range of data formats. Tools and approaches to simplify these integrations can help address the lack of data standards in the ecosystem."*

**Nancy Casbarro**

Vice President, Research & Consulting  
Aite-Novarica Group

## Business Benefits

Although it is early in the life of the project, APL has already seen measurable business improvements.

- Whereas managing an entire employer group from sale through enrollment through processing previously took as long as 7-8 days, that time has already been cut in half, and in some cases, significantly more
- Underwriting decisions have been reduced to a 24-to-48-hour turnaround time for many cases
- Increased accuracy, turnaround time, and profitability due to enhanced communication between sales and underwriting teams
- An increase in profitability by product line of up to 20%
- An increase in productivity as staff can process and pay more claims

## The FINEOS Platform

The FINEOS Platform is purpose-built for the Life, Accident and Health industry and the Employee Benefits market to seamlessly support insurers, employers, and employees on their insurance journeys. It is deployed as an end-to-end core solution or as components for incremental transformation on secure, scalable SaaS cloud technology.

## About FINEOS Corporation

FINEOS is a leading provider of core systems for life, accident and health insurers globally with 7 of the 10 largest employee benefits insurers in the U.S. as well as a 70% market share of group insurance in Australia. With employees and offices throughout the world, FINEOS continues working with innovative, progressive insurers in North America, Europe, and Asia Pacific.

For more information, visit [www.FINEOS.com](http://www.FINEOS.com).