



O U T S O U R C E

Best Innovative Underwriting Services, Inc.

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volume 3

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Outsourcing Could Have Prevented Layoffs

The following story is true. The name of the company and its location have been changed out of respect for our client. However, this scenario is not uncommon. We have seen far too many of our clients and prospective clients live through similar experiences. Therefore, we thought this would be an appropriate story to share with our readers.

The Widget Life Insurance Company is located on the East Coast. It had always been their policy to avoid outsourcing what they considered their core competency, underwriting. Their avoidance was based on the belief that outsourcing delays the handling of cases. Widget underwriting executives pride themselves on their underwriting decisions and the offers they provide to their agents. *Outsourcing companies would not be able to quickly assimilate their philosophy and approach, or so they believed.* Thus, they felt that sending work to another company would alienate their agents. It was also assumed outsourcing would lead to frequent appeals to their underwriters for second opinions.

Widget Life Insurance came to us because they received a huge influx of new business that required immediate handling. It was their plan to use BIUS, Inc. for a short time until they could adequately beef up their staffing. Patrick Ramotar, BIUS Inc.'s CEO, suggested that rather than immediately hire several new underwriters, they work with BIUS, Inc. for a period of six months to ensure this new volume of business would be sustained. Should their volume fall, the need to downsize would not be an issue. However, prior to initiating discussions with BIUS, Inc., Widget's senior management had already made the decision to hire underwriters and support staff.

Widget began using BIUS, Inc.'s services in March. In June, we were informed they had already hired underwriters and

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In this edition of Outsource, we have addressed the concerns top managers have voiced to us about outsourcing. These issues include *time service* and the ability to provide *seamless* underwriting which enable life insurance companies to maintain agent satisfaction.

With ever increasing frequency, companies are discovering we not only meet but exceed their expectations. As a result, BIUS, Inc., is expanding rapidly. We are excited to announce we recently purchased a new office building and will be relocating soon after construction is completed early next year.

The story and letter we've provided demonstrate why we are enjoying rapid expansion. We hope you find them informative.

Patrick Ramotar, FLMI, CLU, ChFC
President/CEO

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were training them. They reduced the volume they were sending us in order to have cases to acclimate the new underwriters. It wasn't more than sixty days later, that we learned their business had dramatically slowed to the point where their high-salaried underwriters were *handling no more than 10 cases each per day!*

Was Widget satisfied with our work? Absolutely! The column to the right contains the actual letter we received from their Chief Underwriter. In addition to providing Widget with 24-hour turnaround and quickly adapting to their procedures, we established our own file-tracking program. Not only were we able to track their files in our office, but routinely, we were able to provide them with information to locate files in their own office. We constantly impressed them with how much we kept on top of their work and knew exactly where files were in our office and theirs. They were also equally impressed with the quality of our Medical Director's input on cases we referred, thereby freeing up their Medical Director.

When a new product takes off and its future is at least somewhat unpredictable, contact BIUS, Inc. We may save your budget and enable you to retain much of your Board of Directors' confidence if a new product fails to meet its financial projections.



Increase Your Revenue

Improve Your Time Service

Make Life Easier for Your Underwriters

Improve Underwriter Morale

Send Us Your Trial Inquires. They're an Opportunity Cost to Your Production

Contact BIUS, Inc.

661-255-0112

Excerpt of a Letter from a Satisfied Client

...when we recently experienced an increase in business, we decided to formally outsource to BIUS, Inc. Historically, we have never sent actual cases outside of our department and we were somewhat concerned about time service. We had reservations about whether BIUS, Inc. could quickly adapt to our sense of urgency philosophy and be able to seamlessly underwrite to satisfy our agents. It was important to us that our agents not notice any changes.

BIUS, Inc., from the very outset, gave us 24-hour turnaround service and quickly adapted to our philosophy and procedures. The time service BIUS, Inc. provided was sufficiently seamless that it left our underwriters time to concentrate on their own workloads.

The quality of feedback from BIUS, Inc.'s Medical Director on cases they referred was impressive and allowed us to free up our own Medical Director to concentrate on our in-house business. We were also equally impressed with the efficiency of their underwriting assistants who interacted well with our personnel to ensure smooth processing.

I have no reservations in recommending BIUS, Inc to any company looking for seamless, quality and timely outsourcing support at an affordable cost...