



If it looks as if we built
an entire infrastructure
around your business...
It's because we did.

Group Membership Association Division



You're a priority, not an afterthought.

Other carriers might consolidate group membership within their existing business units, but New York Life Insurance Company has a separate, dedicated division managing every aspect of affinity operations. With more than 600 groups under contract insuring over 1.8 million people, Group Membership is a core business for us. In fact, our company is proud to be **the nation's largest direct marketer of life insurance.**¹



A long history of success

Many major group membership associations have been with us for more than 20 years.

While the past can't guarantee success, it sure is a good indicator of it. To date, New York Life has a pretty impressive track record. As one of America's oldest and most respected life insurance companies, we've been honoring our commitments and keeping our promises since 1845. What's more, we have seven group clients that have been with us for 50 years or more.

1955	ABE				
1956	OMA				
1960	ASCE	NYSBA			
1962	IEEE				
1963	ASME				
1964	EAIT				
1988	TIE				
1991	AAOP	AAOR	AVMA	REAGIT	TSCPA
1992	CAP	PGA			
1993	USBA				
1994	LICU				
1995	AIChE				
1996	AIA	CSEA (NY)		MIT	
1997	AAFP	ACP	ACS	FINGT	

¹ "A.M. Best's Rating Report," July 18, 2016. <http://www.newyorklife.com/nyl-internet/file-types/AM-Best.pdf>



Relax

Our team can handle it.

We know you've got a lot riding on this decision. But you can take comfort in the fact that you'll have one of the industry's most experienced, professional teams working on your behalf. In total, our management team has more than 120 combined years of service:



Scott Berlin, Senior Vice President: As the leader of the Group Membership Association Division, Scott is responsible for cultivating relationships, identifying markets, and developing new products. Scott holds a BA in mathematics from the University of Michigan, is a fellow of the Society of Actuaries, and is a member of the American Academy of Actuaries.



Dan O'Brien, Vice President: Dan leads our Sales, Account Management, New Case Installation, and Marketing teams. He holds a BBA from Hofstra University, and he received his Chartered Life Underwriter certification from the American College.

[Sales](#) | [Marketing](#) | [Account Services](#)



Raghu Rangachar, Vice President and Actuary: Raghu manages the Underwriting, Pricing, Case Reporting, Valuation, and Contracts teams. He holds a BA from the University of Pennsylvania and is a fellow of the Society of Actuaries.

[Actuarial](#) | [Financial Underwriting](#) | [Policyholder Reporting](#) | [Contracts](#)



Kathy Scollan, Vice President: Kathy leads many of our operational teams, including Claims, Medical Underwriting, Compliance and Administration, Information Technology, and Financial Accounting. Kathy holds a BS in economics and finance from Manhattan College.

[Claims](#) | [Medical Underwriting](#) | [Compliance and Administration](#) | [Information Technology](#)
[Accounting and Financial Reporting](#)



Elliot Melis, Corporate Vice President: Elliot is head of Product Management and Strategic Initiatives. He is responsible for improving our product portfolio, and identifying growth opportunities. He holds a BS in business administration from the University of North Carolina, and holds the Chartered Financial Consultant (ChFC) and Chartered Life Underwriter (CLU) designations from the American College.

[Product Development](#) | [Strategy](#)

One point of contact.

Whether you have a simple question or a critical concern, you'll always know exactly where to turn for the information and answers you need—when you need them. Your account manager is your first point of contact and coordinates every aspect of your business.



Christine Carway



Craig Dougherty



Colleen Scherrer

- Executive Management
- Information Technology
- Medical Underwriting
- Accounting and Financial Reporting
- Compliance and Administration
- Claims
- Contracts
- Actuarial
- Financial Underwriting
- Sales and Marketing
- Product Development



Michelle
Alcivar



Shane
Eatinger



Michele
Masotti



Joseph
McDonald



Maridsa
Otero



Jim
Roth



Karen
Roy



Mark
Sanders



Shevonne
Stanley

Lots of information

In addition to being an indispensable resource, your account manager is also a conduit: one who can put an entire support team at your fingertips.



You can count on us in good times and bad.

We've all seen the impact the Great Recession had on the financial services industry. While more than 125 insurance companies have folded since 2007, New York Life has thrived. In fact, we continue to receive the highest ratings for financial strength currently awarded to any life insurer, and our surplus has never been greater than it is right now.²

A++ Superior A.M. Best	AAA Exceptionally Strong Fitch	Aaa Exceptional Moody's	AA+ Very Strong Standard & Poor's
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Financially strong. Singularly focused.

As a mutual insurance company, New York Life operates much like a Membership Association or Affinity Group. That's because we serve only one constituency—our policyholders—so it's easy to remain true to our mission and stay focused on what matters most.

PUBLIC COMPANY

Accountable to policy shareholders.
Dividends to policy shareholders.
Focus on return on equity (ROE) may lead to:

- > Minimum reserves
- > Minimum capital
- > High leverage

Relies on access to capital markets
in times of stress.

NEW YORK LIFE

Accountable to policy owners.
Dividends to policy owners.
Focus on financial strength.

- > High reserves
- > High capital
- > Minimum leverage

Relies on available surplus in times
of stress.

² Total Surplus, which includes the Asset Valuation Reserve (AVR), is one of the key indicators of the company's long-term financial strength and stability and is presented on a consolidated basis of the company. New York Life Insurance Company's (NYLIC's) statutory surplus was \$20.11 billion and \$19.50 billion at December 31, 2016 and 2015, respectively. Included in NYLIC's statutory surplus is New York Life Insurance and Annuity Corporation's (NYLIAC's) statutory surplus totaling \$8.72 billion and \$8.15 billion at December 31, 2016 and 2015, respectively. AVR for NYLIC was \$2.18 billion and \$2.26 billion at December 31, 2016 and 2015, respectively. AVR for NYLIAC was \$1.05 billion and \$0.93 billion at December 31, 2016 and 2015, respectively. For further financial information, including detailed information on our investment strategy, visit our website www.newyorklife.com.

³ Source: Individual Third-Party Rating Reports as of 8/9/2016.

You're needed now more than ever.

From career development and networking opportunities to political advocacy and group benefits: People join membership and professional associations for many reasons. And as public and private employers continue to cut costs, the role of alternative benefit providers will continue to grow. That's a powerful opportunity—and we can help you make the most of it.

Here's why so many of your members and clients will appreciate the opportunity to secure group coverage:

Access

It's usually easier to apply, and often uses different underwriting criteria than individual coverage.

Price Stability

Premiums are based on the experience of the group, resulting in more uniform, stable pricing.

Affordability

Group pricing can make coverage more affordable than if group members apply on their own.

Portability

Unlike employer-provided coverage, members can take this coverage with them if they switch jobs.

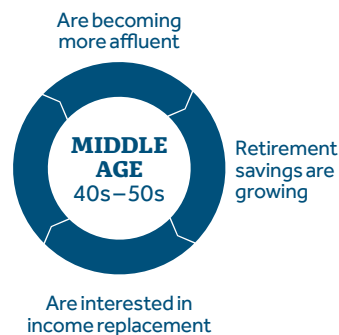
Right product. Right message. Right audience.

Consumers are more sophisticated, have more choices, and are bombarded with more marketing messages than ever. You can cut through the clutter by segmenting members based on age, income, marital status, and a host of other factors that help make sure the products and services offered fit their lifestyles and needs.

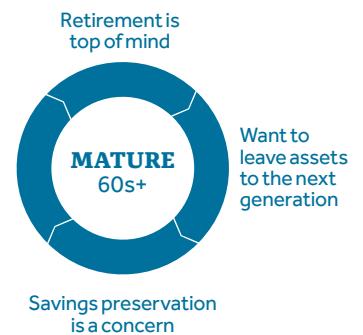
Products:
**Simplified Issue life insurance
and disability insurance**



Products:
**Level term life and
disability insurance**



Products:
**Life with dynamic care rider and
supplemental health benefits insurance**



In return, you may enjoy:



Higher
response rates



Lower
marketing costs



Greater member /
client satisfaction

We pride ourselves on taking the time to listen to you in order to present products with the best coverage, options, and pricing to fit your group's specific needs and goals.

Our family of products at a glance.

Your members are looking for a balanced lifestyle and balanced financial well-being. Our suite of life, disability, and supplemental health products can help you bring them added security to fit their needs.

Life

10-Year and 20-Year Guaranteed Level Term | 50+ Multi-Benefit Term
Annual Renewable Term | Chronic Illness Rider | Whole Life

Disability

Long-Term Disability | Short-Term Disability | Accident Only Disability
Accidental Death and Dismemberment | Business Overhead Expense

Supplemental Health Benefits

Hospital Indemnity | Hospital and Home-Care Recovery
Critical Illness (specified disease)



Life insurance:

To protect them when they are most vulnerable.

Most families—especially when they are just starting out—don't have much of a cushion to fall back on if something goes wrong. That's why the loss of a primary breadwinner can be so difficult to overcome. That's also why so many of your members and clients need life insurance to safeguard their family's lifestyle and future.

Here's why your members and clients will appreciate the opportunity to secure group coverage:

130
million people have no life insurance.



38
percent of families would feel a financial impact in just one month after the unexpected loss of a loved one.⁴



25
percent of people with life insurance admit they aren't fully covered.



The benefits of life insurance.

For generations, life insurance has proved to be a cost-effective way to protect families from the economic impact of losing a loved one. While nothing can ever fill the emotional void, the death benefit protection of life insurance can help compensate for the resulting loss of income. And because the proceeds are generally passed free from federal income taxes, every penny can be used to meet day-to-day needs.

What group products are available?

Annual Renewable Term

Annual term life coverage popular with young families and middle-aged clients due to low initial premiums and high face values.

10-Year and 20-Year Guaranteed Level Term

Term life coverage where premiums and benefits are guaranteed for defined periods of time.

50+ Multi-Benefit Term

Simplified Issue makes it easy for maturing members and spouses to qualify for as much as \$100,000 in term life coverage, plus a chronic illness accelerator that operates much like the rider below.

Chronic Illness Rider

Accelerate a portion of the death benefit to help mitigate the costs associated with chronic illness.⁵ (Can be added to Annual Renewable Term.)

Whole Life Insurance

Permanent coverage that builds cash value and never needs to be renewed.

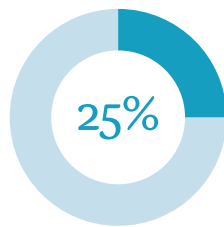
⁴ LIMRA 2016 Insurance Barometer Study.

⁵ Chronic illness is defined as permanently unable to perform two out of six activities of daily living (bathing, dressing, eating, toileting, transferring, or continence) or has a permanent severe cognitive impairment requiring substantial supervision.

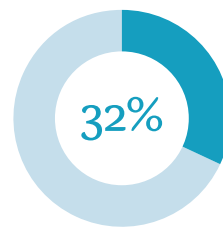
Disability insurance:

To replace income lost due to an accident, illness, or injury.

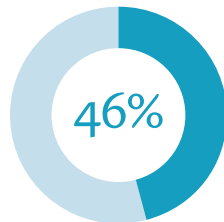
With so many people living paycheck-to-paycheck these days, even a temporary loss of income can disrupt a family's lifestyle and financial security. That's why group disability insurance can be a tremendous source of comfort for many working families.



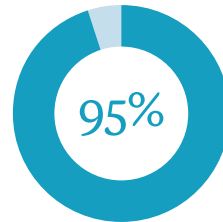
of those entering the workforce today will suffer a disability before they retire.⁶



could not pay their bills after three months without a paycheck.⁷



have no emergency funds of \$400 or more set aside.⁷



of disabling accidents and illnesses are not work related, and therefore are not covered by workers' compensation.⁸



The benefits of disability insurance.

Group disability insurance provides financial stability and peace of mind by replacing lost income if a person falls ill or becomes injured and cannot work for an extended period of time. And, unlike workers' compensation, this economical coverage pays a benefit even if the illness, injury, or accident takes place at home.

What group products are available?

Long-Term and Short-Term Disability Plans

Pays a monthly benefit for a specified period of time in the event that the certificate holder is unable to work due to an illness, injury, or accident. (Various terms available.)

Accidental Death and Dismemberment

Pays benefits when death or dismemberment occurs due to an accident (not an illness or injury). Offered as a stand-alone or supplemental product.

Accident Only Disability

Pays a monthly benefit when the certificate holder is disabled due to an accident (not an illness or an injury).

Business Overhead Expense

Pays covered office operating expenses, such as rent and utilities, if the certificate holder is unable to work due to an illness, injury, or accident. (Various terms available.)

⁶ U.S. Social Security Administration Fact Sheet, June 2016. <https://www.ssa.gov/news/press/factsheets/basicfact-alt.pdf>

⁷ Board of Governors of the Federal Reserve System, "Report on the Economic Well-Being of U.S. Households in 2015," May 2016. <https://www.federalreserve.gov/2015-report-economic-well-being-us-households-201605.pdf>

⁸ "The Ethical Considerations of Selling Disability Insurance," LifeHealthPro, May 6, 2015. <http://www.lifehealthpro.com/2015/05/06/the-ethical-considerations-of-selling-disability-i>

Supplemental health benefits:

For peace of mind and quality care.

Health care benefits are some of the most popular benefits available in the workplace today. But as the costs continue to rise, more and more companies are cutting back. Group supplemental health benefits from New York Life can help fill the void by giving members an affordable way to pay for health-related services—or other daily living costs—that might not be covered by their workplace plan.

Here's why your members and clients will appreciate the opportunity to secure group coverage:

\$5,220

The approximate average daily cost of a hospital stay.⁹

\$25,826

The average annual health care costs for a family of four.¹⁰

⁹ International Federation of Health Plans, "2015 Comparative Price Report." <http://www.ifhp.com/1609217/>

¹⁰ Dan Munro, "Annual Healthcare Cost for Family of Four Now at \$25,826," *Forbes*, May 24, 2016. <http://www.forbes.com/sites/danmunro/2016/05/24/annual-healthcare-cost-for-family-of-four-now-at-25826>

The benefits of supplemental health insurance.

Group supplemental health benefits can help protect members from the potentially high cost of a serious illness or hospitalization. Voluntary supplemental benefits complement traditional health coverage by providing a lump-sum cash benefit whenever the certificate holder receives a specific type of care.

What group products are available?

Hospital Indemnity Insurance Plan

Pays a fixed daily benefit for each covered day the certificate holder is confined in a hospital. Benefit amounts can increase, even double, if hospitalization is due to cancer or if the certificate holder is admitted to intensive care.

Hospital and Home-Care Recovery Insurance

Pays a cash benefit based on the number of covered days the certificate holder is in the hospital, as well as a daily benefit to secure home care following a hospital stay.

Critical Illness Insurance Plan

Pays a single, lump-sum benefit when the certificate holder is diagnosed with a heart attack, stroke, cancer, or other specified critical illness.



Cutting-edge technology

keeps things simple, secure, and affordable.

While New York Life may be one of the nation's oldest life insurance companies, we are by no means stuck in the past. Our team uses the latest technology to streamline processes, deliver information, and help your administrators make educated decisions. Moreover, you can be sure that we take privacy very seriously—and have state-of-the-art safeguards in place to protect member information.

Let's take a look at two of our latest innovations:

Online applications.

This reflexive, rules-based technology keeps administration costs low, accelerates turnaround times, and makes it easy to apply for multiple coverages and/or riders.

- Apply for multiple coverages on one easy website.
- e-Signature options to expedite processing.
- It's a New York Life-designed application, so no additional hardware or security is necessary—we've done the work for you!



“Tele-underwriting with voice signature technology expedites the underwriting process and therefore reduces the cycle time.”

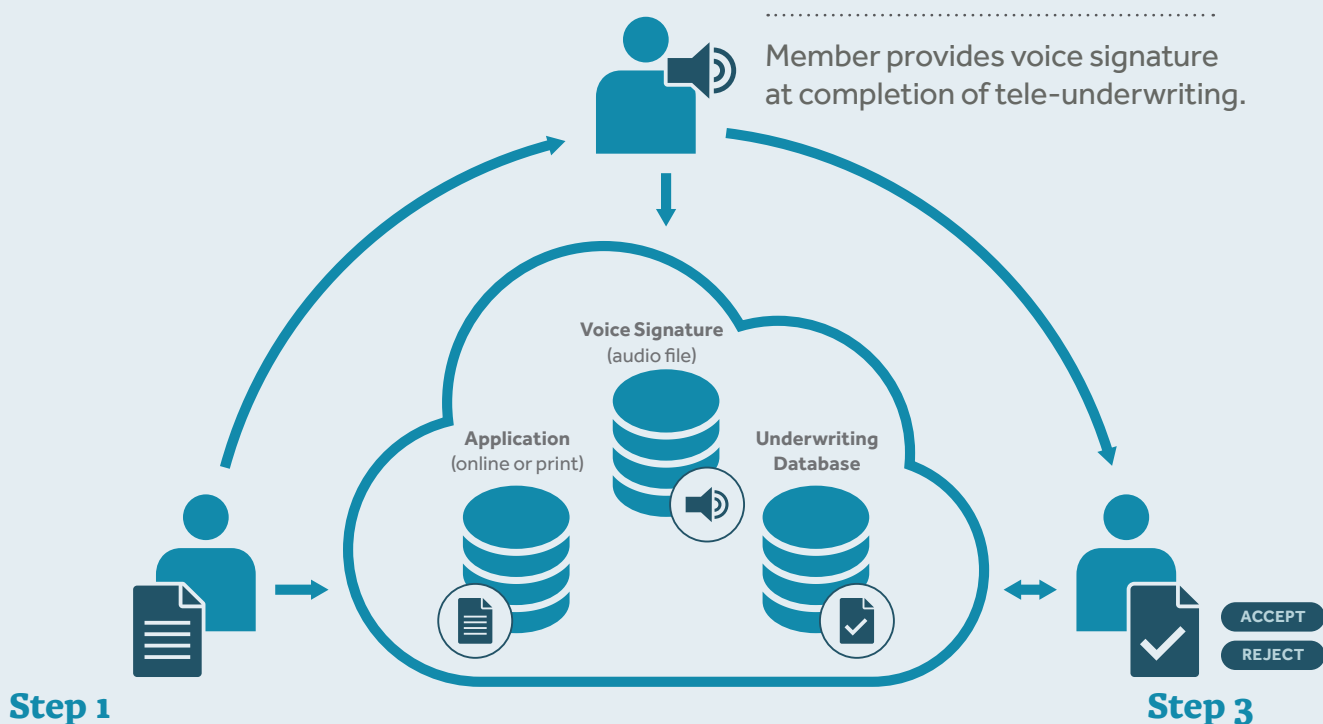
—Edward Kamholz
CVP, Underwriting
New York Life

Tele-underwriting with voice signature.

Telephone interviews save time and reduce errors in underwriting. Plus, our voice signature feature is a secure, legally binding way to eliminate the time and cost involved in securing a handwritten signature.

Step 2

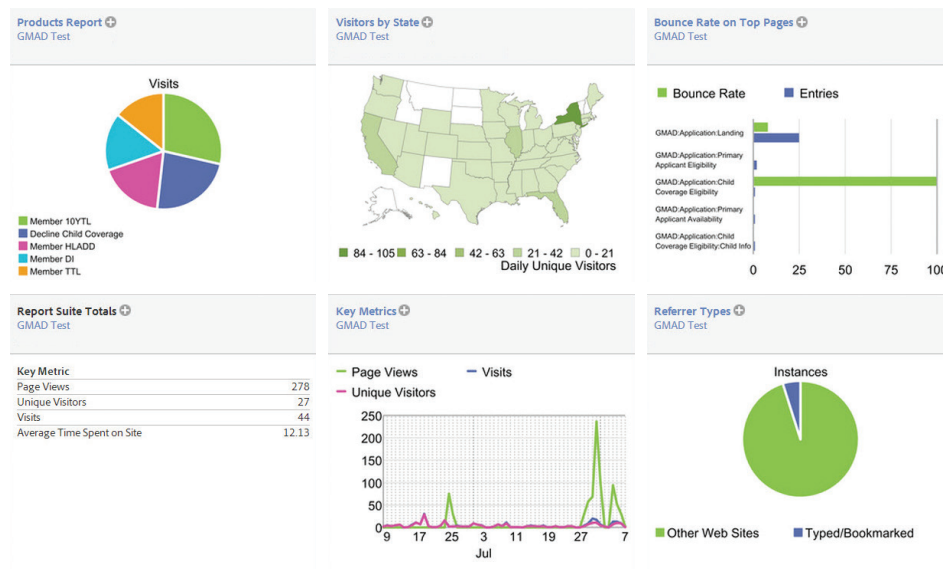
Member provides voice signature at completion of tele-underwriting.



Building your competitive advantage through metrics.

At New York Life, we want to be a partner in your success. That's why we provide access to data across all our departments, including case accounting, underwriting, and sales, as well as online metrics for a holistic view of your group's activity. With our experience and knowledge of insurance, and your expertise and history within your group, we can help build a strong program for long-term results.

Online Application Dashboard provides a secure, interactive tool to show your online activity and connected marketing success.



Case Accounting and Financial Data keeps you informed and on track to meet your goals.



Where do we go from here?

Give us a call, and let's talk.



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