

# EMPIRE LIFE INFORMATION CIRCULAR

**DATE:** May 25, 2015

**Nº. 2015-18**

**CATEGORY:** **INSURANCE**

**TO:** Managing General Agents, Associate General Agents, Advisors, General Agents, Independent Financial Advisors and National Accounts

**SUBJECT:** **Announcing the Fast & Full e-Application Data Feed**

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**Fast & Full  
e-Application**

Empire Life is pleased to announce the launch of the Fast & Full e-application data feed effective May 25, 2015.

This Fast & Full e-application data feed provides MGAs with notifications of life applications submitted using the Fast & Full Life Application Process. These notifications will include a PDF image of the application as part of the feed, and will be sent directly to back office system providers **VirtGate** and **WealthServ** on behalf of the MGAs who use these system providers.

The launch of the Fast & Full e-Application data feed will save time by eliminating :

- Scanning and submitting a copy of the life application
- Manual data entry of application information into MGA back office systems
- Data entry errors by removing multiple entry points for application information

Empire Life has received CLIEDIS Approval for their CITS e-Application Notification Feed.

Empire Life worked closely with CLIEDIS throughout the process to ensure compliance with the CITS standards, and plans are underway to extend this new e-Application data feed to all MGA back office systems.

**Reference**

**John Quirt ALMI**, Product Manager, Retail Insurance Products and Marketing

