



EMPIRE LIFE VOTED **MOST INNOVATIVE** IN 2016!

In a recent industry survey*, Empire Life was ranked “most innovative” by industry peers. Our success in becoming a leader in innovation includes our work transforming the digital market for life insurance.



Fast & Full®

Our life application is arguably one of the best online life and health insurance application processes in the Canadian insurance industry today.

fastandfull.ca/morefans



GoEmpire

This site helps our sales partners reach more clients with our new digital marketing toolkit.

goempire.ca



Advisor Referral Program

Helping potential clients connect with participating Empire Life advisors all across Canada.

fastandfull.ca/arp

Constantly Innovating!



We are pleased to announce the following new enhancements that are now available on the Fast & Full Life Application Process version 4.0:



New Shorter Question Sets in our Electronic Health Questionnaire (eHQ) designed to make app. completion faster and increase the number of applications that qualify for “auto approval”.



More eHQ options with multi and joint life apps, EstateMax™, CI Protect and riders, and corporate and other entity owner apps now supported by eHQ.



Fluid Limit Increases allowing more applications to qualify with non-medical only requirements.



New CI Protect™ Coverage offer logic added makes bundling Critical Illness with a Life Coverage easier than ever.



User-experience improvements

We've made multiple updates throughout the process based on advisor feedback and will continue to innovate for a simple, fast and easy sales process.

If you haven't checked it out yet, register for our test website or schedule a personal demo to see for yourself what advisors are talking about.

Learn more at FastandFull.ca/MoreFans or contact our Sales Centre at 1 866 894-6182.



* Based on Munich Re's 2016 Individual Insurance Survey.

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