



I am certain anyone of us will be greatly offended, disturbed, angry, outraged, insulted and what not when our application for a life insurance policy is not accepted. Or, for that matter, when we have a policy with an insurer and our application for another one with higher sum assured is declined!

We all think, “I am so healthy” or “even if I am overweight or border line hypertensive or diabetic – how does that matter?” “I am looking after myself.”

And when we approach our doctor, he/ she proclaims we are fit as a fiddle – the anger multiplies.

How can the company call me ‘NOT FIT for POLICY’ now? I made a mistake approaching them. There are several insurers, and anyone will accept me with open arms.

Please **PAUSE!**

Let us look at the reasons behind the postponement / declining a policy when ALL life insurers are perennially trying to attract us to buy a policy from them.

1. We should know that Insurance is a Risk Management Business. Life insurance although offers life cover – they must evaluate our health very deeply. After all, people die only due to ill health (barring major accidents).
2. Insurance Medicine is totally different from clinical medicine.
 - a. In clinical medicine when our doctor looks at/ talks to us – they are thinking of NOW! A practicing doctor never, ever, thinks of

our probability of succumbing to any sickness 5, 10 or 20 years down the line. We along with our doctors are living in present.

- b. Insurance medicine, on the other hand, is **PREDICTIVE**. The doctor sitting in life insurer's office (the medical underwriter) is evaluating the probability of we (proposer) surviving the entire policy term and taking home the maturity value. After all every insurer wishes a policy holder to survive the entire policy period and take home the rewards of having looked after themselves well enough. Based on our medical history and results of tests done they predict the probability of the same.
3. There is nothing like Border line diabetes mellitus or border line hypertension. It is a term favoured by patients as they wish to avoid diet control or get into exercise. Any which way, people living on the border are more at risk; similarly so called 'border line' cases run the same risk as full fledged disease
 - a. We are either non-diabetic, pre-diabetic or diabetic. We can never have borderline diabetes!

Example:

 - i. *Fasting Blood Sugar below 99 mg% is non-diabetic*
 - ii. *Fasting Blood Sugar between 100-125 mg% is pre-diabetic*
 - iii. *Fasting Blood Sugar of 126 mg% or above is diabetic.*
 - b. Similarly, we are either normotensive or have pre-hypertension, stage 1, 2 or 3 hypertension.

The underwriter predicts with - whatever our weight, BMI, blood pressure, diabetes readings or values of other tests done - what is the probability of us living the entire period for which policy has been asked for.

4. The medical underwriter may not be as qualified as our own doctor but he / she is a seasoned professional of Insurance medicine – in addition to basic medical qualification whereas our cardiologist, diabetologist or family doctor is blank about insurance medicine.
5. Each one of us has an upper limit of insurability that is based on our financials, age and other criteria. If we have obtained insurance till our limit, no insurer will cover our risk even if we are Wow fit.
6. So, if our proposal has been postponed or declined there is a VALID reason – talk to the insurer's representative.

A large percentage of hypertension and diabetes mellitus has been uncovered during pre-issuance medicals as they are silent killers and many a life has been saved as critical medical insights were obtained during pre-issuance medicals.