



A DIFFERENTIATED EXPERIENCE

LifeInsight is an interactive policy management tool that simplifies monitoring policy goals, assumptions, and performance.

USE LIFEINSIGHT TO...



Simplify the policy review process so you can **cut down** on administrative time



Focus on your clients' goals and easily identify changes in performance



Provide your clients with industry-leading reporting so they can make informed decisions



Build confidence with your customers by proactively staying aware of actionable items



Contact your local Sales Representative for more information!





LifeInsight is your one-stop shop for all of your inforce policy needs!

Simplify policy management and gain more insight into policy performance to help meet your client needs.

- 1 View up-to-date policy information all in one spot
- Click on full policy details
- Browse values, guarantees and other key policy info
- Review valuable notifications

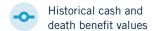
Notifications generated to help you stay on top of upcoming assumed actions

- 3 Easy access to illustrations and assumptions
- Inforce and Baseline Illustrations are just a click away
- See snapshot of illustrated assumptions



8 Visually compare performance to policy assumptions





Inforce Illustration:
Represents how the policy
may perform in the future

7 Diagnose the policy

- View the Action Line to see how actions have impacted performance
- Go to the Transactions and Payments sections to see historical and planned activity



Set or update a Baseline Illustration

- 1. Run an illustration that represents the customer's goals
- 2. On Case History, click 'Action' and 'Set as Baseline'

Model various 'what if' changes to the policy with Scenario Builder

Run different scenarios that can easily be compared to the Baseline and current inforce illustration

6 LifeInsight Summary is a customer-approved document

Make policy review meetings easier by printing a summary of the information you see in LifeInsight, including an inforce illustration!

Access LifeInsight by searching for a policy in PruXpress or your Prudential Portal and click on the LifeInsight button







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