

The Lincoln Leader

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LIFE INSURANCE

Coming Soon – *Lincoln WealthAccumulate*SM IUL (2018) 05/14/18

Effective May 14, 2018, subject to state availability, Lincoln will introduce the newest member in its indexed UL portfolio:

***Lincoln WealthAccumulate*SM IUL (2018) 05/14/18.**

*Lincoln WealthAccumulate*SM IUL is a top-tier accumulation Indexed UL that offers transparent choices focused on significant growth opportunities and access to cash through distributions. This product will not initially be available in New York.

Product highlights:

A top tier accumulation product.

- **New!** Interest rate bonuses that begin in year 1. Depending on the account(s) chosen:
 - **Index Credit Enhancement**
 - **Account Value Enhancement**
- **New!** Interest crediting based **Average Monthly Segment Balance** to give credit to segment balances that may vary over the 12-month duration due to monthly deductions, withdrawals or fixed loans.
- **New!** Choice of two high early cash value riders to provide options in business and premium finance cases. Subject to certain requirements.
 - **Exec Rider**, allows 100% return of premium for 10 years if funding requirements are met. Available at an additional cost.
 - **Surrender Value Enhancement Endorsement**, waives surrender charges. No additional rider charge, but higher monthly administrative charges apply for the first 7 years.

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In-force Illustrations available via Self-Service

**Add to your calendar:
Time to Register for the May edition of the Lincoln ONEmeetingSM!**

Provides clients transparent choices.

New! Choice of three indexed account options linked to the S&P 500® Index* (excluding dividends): The Perform, Balance, and Conserve indexed accounts provide options to help meet clients’ long-term goals based on benefit potential and downside protection preferences. Policies can be allocated to one or more account options with the ability to make allocation changes in the future.

- **Perform Indexed Account – for those who want the highest benefit potential for an additional cost**

1 Year Point to Point (PTP) Perform Indexed Account – Capped with 0% Floor:

Earns the full PTP percentage increase of the S&P 500 Index up to an index growth cap declared at the beginning of the segment year, increased by the Index Credit Enhancement percentage. There is a one-time Asset Based Charge deducted at the creation of each 12 month segment.

	Index Credit Enhancement	Asset Based Charge	Cap	Floor
Current	32.00%	1.00%	10.00%	0.00%
Guaranteed	8.00%	1.00%	1.00%	0.00%

- **Balance Indexed Account – for those who want a balanced approach to benefit potential and downside protection**

1 Year Point to Point (PTP) Perform Indexed Account – Capped with 0% Floor:

Earns the full PTP percentage increase of the S&P 500 Index up to an index growth cap declared at the beginning of the segment year, increased by the Index Credit Enhancement percentage.

	Index Credit Enhancement	Cap	Floor
Current	8.00%	10.00%	0.00%
Guaranteed	8.00%	1.00%	0.00%

- **Conserve Indexed Account – for those who prioritize guaranteed features with benefit potential**

1 Year Point to Point (PTP) Conserve Indexed Account – Capped with 1% Floor:

Earns the full PTP percentage increase of the S&P 500 Index up to an index growth cap declared at the beginning of the segment year, plus an Account Value Enhancement not dependent on positive index performance.

	Account Value Enhancement	Cap	Floor
Current	0.35%	8.75%	1.00%
Guaranteed	0.35%	1.00%	1.00%

Access to cash value.

- 9-year surrender charge period
- Tax-advantaged distributions that may provide an additional financial resource or supplement existing retirement income. Choices provide a competitive solution in the accumulation/distribution IUL marketplace:
 - Withdrawals
 - Fixed and Participating loan options with guaranteed loan charge rates for greater cash flow predictability

Optimal sales design.

- Increasing Death Benefit Option switching to level when premiums cease
- Mid- to heavily-funded premiums
- Minimized death benefits
- 100% allocation to the PERFORM account
- Illustrate distributions through withdrawals to basis then loans, or all loans.
- Illustrated at a 6% ROR

Secure the added protection of a living benefit.

- Choice of chronic care riders
 - **New!** *Lincoln LifeAssure*SM Accelerated Benefits Rider provides a no upfront cost benefit with a discounted benefit upon qualification of a permanent chronic illness
 - *Lincoln LifeEnhance*[®] Accelerated Benefits Rider provides access to a known benefit amount for an additional cost, upon qualification of a permanent chronic illness

Rider Availability

The following riders will be available, subject to state availability, on *Lincoln WealthAccumulate*SM IUL (2018) – 05/14/18

- Accelerated Benefits Rider (with critical illness)
- Accelerated Benefits Rider
- *Lincoln LifeAssure*SM Accelerated Benefits Rider
- *Lincoln LifeEnhance*[®] Accelerated Benefits Rider
- Alternate Cash Surrender Value Rider (Exec Rider)
- Change of Insured Rider
- Children's Term Insurance Rider
- Disability Waiver of Monthly Deductions Benefit Rider
- Overloan Protection Rider
- Supplemental Term Insurance Rider on Primary Insured
- Supplemental Term Insurance Rider on Other Insured
- Surrender Value Enhancement Endorsement

*The S&P 500 Index is a product of S&P Dow Jones Indices LLC ("SPDJI"), and has been licensed for use by The Lincoln National Life Insurance Company. Standard & Poor's[®], S&P[®] and S&P 500[®] are registered trademarks of Standard & Poor's Financial Services LLC ("S&P"); Dow Jones[®] is a registered trademark of Dow Jones Trademark Holdings LLC ("Dow Jones"); and these trademarks have been licensed for use by SPDJI and sublicensed for certain purposes by The Lincoln National Life Insurance Company. The Lincoln National Life Insurance Company's product is not sponsored, endorsed, sold or promoted by SPDJI, Dow Jones, S&P, their respective affiliates, and none of such parties make any representation regarding the advisability of investing in such product nor do they have any liability for any errors, omissions, or interruptions of the S&P 500 Index.

Coming Soon – *Lincoln LifeAssure*SM Accelerated Benefits Rider on *Lincoln LifeGuarantee*[®] UL (2013)

Effective May 14, 2018, *Lincoln LifeAssure*SM Accelerated Benefits Rider (LAABR) will be available in approved states on *Lincoln LifeGuarantee*[®] UL (2013) 02/12/18. Available at policy issue, this rider is designed for clients who have a primary need for death benefit protection but are also concerned about the impact that a permanent chronic illness may have on their financial well being but do not want to incur any upfront cost.

Rider Highlights

- Provides access to death benefit due to a permanent chronic or terminal illness, subject to requirements
- No upfront cost for the rider, however each benefit payment will be discounted upon acceleration for early payment of benefits and an administrative fee will be deducted
- Indemnity benefit - No receipts for reimbursement needed; proceeds may be used for any purpose
- No waiting period to receive benefits, once all eligibility conditions have been met
- Monthly deductions will still occur unless waived under another policy rider. Premiums may be needed to keep policy in-force
- No additional health insurance licensing requirements as this is filed as an accelerated benefits rider vs. a long term care rider

Issue rules

- Rider must be elected at issue
- Issue ages 20-80, up to Table D
- While there is no maximum policy Face Amount, there is a lifetime maximum benefit which varies by issue age:
 - Ages 20-69: \$1,500,000 (gross)
 - Ages 70-80: \$1,000,000 (gross)
- Only one ABR rider will be allowed per policy
- Additional underwriting supplement required

Chronic Illness Benefit

Qualification for Acceleration:

- Written certification by Licensed Health Care Practitioner that:
 - 1) Services will be needed for the rest of the Insured's life; and
 - 2) Either
 - a) Unable to perform 2 out of 6 Activities of Daily Living (ADL's) OR
 - b) Requires substantial supervision due to severe cognitive impairment
- Insured must initiate a new claim each benefit period to continue to receive benefits; no recertification package will be sent

Benefits Available:

- Only one Chronic Illness annual lump sum benefit payment may be received per Benefit Period which will equal 12 months, subject to a minimum and maximum Benefit Amount.
 - **Total Benefit Amount:** At the time of acceleration the lesser of the Specified Amount at time of acceleration or the Lifetime Maximum is used to determine the Original Benefit Amount. Once acceleration begins this is referred to as the Remaining Benefit Amount.
 - **Minimum Annual Benefit Payment:** Benefit Payment Amount will be the lesser of: 1) \$50,000; 2) 5% of the Original Benefit Amount discounted for early payment of benefits; or 3) the balance of the Remaining Benefit Amount discounted for early payment of benefits.

- **Maximum Annual Benefit Payment:** Benefit Payment Amount will be the lesser of the following: 1) The annual IRS Per Diem; 2) 25% of the Original Benefit Amount discounted for early payment of benefits; or 3) the Remaining Benefit Amount discounted for early payment of benefits.
- Once acceleration begins, an in-force illustration should be requested to determine any potential changes to planned premiums

Terminal Illness Benefit

Qualification for acceleration

- The Insureds life expectancy is reduced to 12 months or less

Benefits Available

- One-time benefit payment - lesser of 50% of the gross death benefit amount or \$250,000

Compensation

There will be no additional target premium by adding this rider.

Rider Availability

New business applications will be accepted on May 14, 2018 in approved states.

Illustration Updates

- A one page rider description will print in the required NAIC projection.
- Since LAABR illustrates discounted benefit payments, the rider has an interest rate component that is not guaranteed. Therefore Acceleration Reports will not be available.

Rider Availability and Transition Guidelines

- New business applications will be accepted on May 14, 2018 in approved states. The new rider will not be filed in New York.
- For pending business and issued cases that have not been paid (no money applied), Lincoln will accept a written request and revised illustration to add the *Lincoln LifeAssureSM* ABR, subject to satisfying additional underwriting requirements.
- For placed business, Rewrites and Internal Replacements for the purpose of adding *Lincoln LifeAssureSM* ABR will not be allowed.

Lincoln Variable Universal Life – Fund Updates

Lincoln will be updating the following for Lincoln’s variable universal life (VUL) products.

Fund Name Change

Effective May 14, 2018 the following fund name change will be made to all applicable **closed** products (including Lincoln and former Jefferson Pilot products).

Current Name (Old Fund Name)	New Name (New Fund Name)
Vanguard® VIF REIT Index Portfolio	Vanguard® VIF Real Estate Index Fund

Prospectuses

Effective May 1, 2018, new prospectuses for each variable universal life product will be updated (with a May 1, 2018 effective date) and available for order. On May 2, 2018 they will be available on the public website: www.lincolnfinancial.com.

Reminder from Lincoln Underwriting and New Business:

For business in motion, it is important to deliver a copy of the **2018 Funds Prospectus** for cases issued **after May 1, 2018**.

Illustrations for Currently Sold Products

The Lincoln DesignItSM Illustration System (v.41) will illustrate these changes as of **May 14, 2018**.

Fund Management Fee	Weighted Average <i>(using assets under management)</i>	0.58% (no change)
	Arithmetic Average	0.69% (decreased from 0.71%)

Systems and Online Performance Reports

Affected systems including online performance reports, are in the process of being updated and will be completed as of **May 21, 2017**.

Routine Resting EKGs Eliminated for all Lincoln Life Insurance Cases!

Effective May 14, 2018, Lincoln is pleased to announce **the elimination of the Resting EKG requirement for ALL age and face amounts** for your permanent and term life insurance cases.

If labs are ordered for Lincoln, a ProBNP lab test will be completed, which eliminates the need for a Resting EKG. If labs are received from another carrier, and are over 30 days old without a ProBNP value provided, a new lab test or a Resting EKG (completed within the prior 12 months) will be requested.

This new **Leading-Edge** underwriting enhancement continues to reinforce our commitment to providing a superior customer experience by making the underwriting process easier for your clients. Contact your Lincoln Underwriting team with any questions.

During Hepatitis Awareness Month Lincoln Encourages Advisors to Speak with Boomer Clients About Hepatitis C Testing

Life insurance through Lincoln is more affordable and attainable for the millions of Americans infected with hepatitis C.

During the month of May, which is Hepatitis Awareness month, including National Hepatitis Testing day on May 19th, Lincoln encourages advisors to speak with their baby boomer clients about the importance of getting tested for hepatitis C. According to the Center for Disease Control (CDC), approximately 3.5 million people in the United States have chronic hepatitis C, which can lead to liver damage, cirrhosis and liver cancer. **Most people do not know they have the disease. The CDC recommends that everyone born from 1945–1965 get tested for the disease**, as this portion of the population is five times more likely to have hepatitis C than other adults.

The treatment of the hepatitis C virus (HCV) infection has evolved significantly in recent years with the development of direct-acting viral medications resulting in shorter treatment duration, fewer side effects and cure rates higher than 90%.

Lincoln has made it a priority to incorporate the newest clinical information into its HCV risk assessments and underwriting guidelines, creating new life insurance and financial planning opportunities for the hepatitis C patient population. Most individuals with hepatitis C that have gone through successful treatment can qualify for standard rates with Lincoln, and may even qualify for preferred rates! In addition, some untreated individuals are eligible for coverage. These life insurance opportunities include both Lincoln term and permanent policies.

Contact your Lincoln Underwriter for more information about Lincoln's hepatitis C guidelines!

In-force Illustrations available via Self-Service

Did you know you can easily run life insurance and long-term care illustrations through our exclusive software platform whenever you need them?

From the Lincoln Producer website go to the *My Business* tab menu, select *New Sales Option*; select *Illustration tools*, then *Life*. You can then download the Lincoln DesignItSM Illustration Platform (DesignIt), Lincoln Inforce Platform (LIP) or Life Portraits (LP Plus) software to process your own point-in-time (PIT)/ in-force illustration. In-force self-service illustrations are the easiest way to access the information you need, when you need it.

Reminder: The Life Customer Service Illustrations Team now has a new support center to help our partners through self-service in-force illustrations. Effective April 23, 2018, we have a dedicated 800# and a dedicated email address to help answer questions about navigating through our self-service illustrations platforms (DesignIt, LIP, LP Plus).

- Dedicated email address for self-service illustration questions: DIYInforceIllustration@lfg.com
- Dedicated 800# for assistance running self-service illustrations: **(833)274-4520**
- Hours of Operations: **Monday – Friday, 8am – 5pm (EST)**

While we are excited about offering this dedicated support for self-service illustrations, we want to remind our partners that this support center will not take illustrations requests or handle any other inquiries outside of self-service illustrations.

Special Note: Lincoln automatically generates an “as-is” in-force illustration (also known as a “Point-in-Time” illustration) shortly after the policy anniversary on most currently sold Lincoln life policies. The in-force illustrations will be available within five business days of the policy anniversary to both the policy owner and agent of record by logging into their Lincoln Client/Advisor website or by calling the Lincoln Customer Care Center at 800-487-1485.

If you have questions and need assistance when running DesignIt in-force illustrations, you can call us at 1-833-274-4520 or email us at DIYInforceIllustration@lfg.com.

Note: Not all Partners have access to run in-force illustrations. If you do not have access to run a self-service in-force illustration, please follow normal procedures for requesting an illustration through the same channels as currently being used.

Time to Register for the May edition of the Lincoln ONEmeetingSM!

Join Steve Sabol, Competitive Market Solutions Creative Director, and his guests on Tuesday, May 8 2018 @ 1 PM ET/10 AM PT for the Lincoln **ONE**meeting to introduce a NEW top-tier accumulation-focused indexed UL that provides clients transparent choices and access to cash through distributions.

The Lincoln **ONE**meeting is a monthly life insurance and LTC webinar that shares BIG IDEAS and how to implement them into your business and practice NOW.

[REGISTER HERE](#)

This month's topics include:

May's ONE Big Idea: Lincoln's *NEW* top-tier accumulation-focused IUL that provides clients transparent choices and access to cash through distributions

DC Minute: Legislative update with Tom Commito

Underwriting Advantage: Updated medical underwriting guidelines with Dr. Greene

ONE Sales Idea of the Month: The power of the historical report

NOW What: Implement these ideas into your business and practice NOW

It's the ONE meeting that you don't want to miss!

State Approvals

No new updates at this time.

[View State Availability Grids](#)

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Insurance policies sold in New York are issued by Lincoln Life & Annuity Company of New York, Syracuse, NY. **The contractual obligations are subject to the claims-paying ability of Lincoln Life & Annuity Company of New York (Lincoln).**

All guarantees and benefits of the insurance policy are subject to the claims-paying ability of the issuing insurance company. They are not backed by the broker-dealer and/or insurance agency selling the policy, or any affiliates of those entities other than the issuing company affiliates, and none makes any representations or guarantees regarding the claims-paying ability of the issuer.

Variable products are sold by prospectus. For more information about the variable products, including fees and charges, refer to the prospectus. Variable products are distributed by Lincoln Financial Distributors and offered through broker dealers with effective selling agreements.

Only registered representatives can sell variable products.

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