

TruStage Insurance Program

TruStage[®] LIFE INSURANCE

Proven. Empowering. Member-Centric.



INNOVATING TO HELP YOU STAY AHEAD

In the digital age, consumers demand the same fast, simple and convenient shopping experience they get from ecommerce leaders. So how do you stay ahead? TruStage offers innovative products and services that make life insurance simple for your members, helping them get the coverage they need.



83%

OF CONSUMERS

want their life insurance policy to be easy to understand.¹



64%

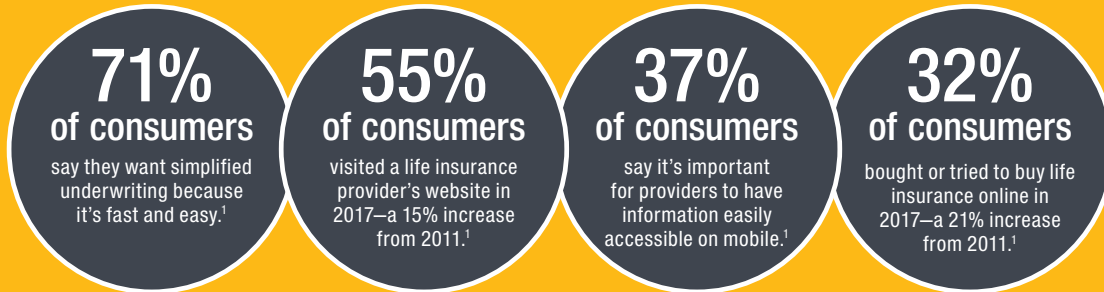
OF CONSUMERS

are willing to pay more for simpler experiences.²

Stand out in the fast-evolving digital world by offering life insurance through TruStage that's not only designed to be easy to understand, but also easy to access, research and purchase.

At **TruStage**, our products and services reflect consumer demands. We've incorporated consumer feedback and retail best practices to make purchasing life insurance quick and uncomplicated.

Evolving consumer demands



Innovative solutions

PRODUCTS



SIMPLIFIED ISSUE TERM & WHOLE LIFE

Fully digital application with instant decisioning.

GUARANTEED ACCEPTANCE WHOLE LIFE

No medical exams or health questioning.

SERVICES

EXPEDITED CLAIMS PROCESS

Members can easily submit claims.

BUDGET-FIRST COMPARISON TOOL

Provides options based on the individual.

ONLINE SERVICING AND APPLICATION

Members can manage policies on their schedule, from any device.

PROVEN MULTIMEDIA MARKETING

Reach members in the right place.

Give your members the protection they need to cover everything from mortgages and education to income replacement and final expenses.

Learn more at www.cunamutual.com/Life or contact your CUNA Mutual Group sales executive at 800.356.2644.

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¹ Life Happens & LIMRA study, "2017 Insurance Barometer."

² Siegel+Gale, "Global Brand Simplicity Index 2017," January 2017.