



Prudential helps make portability and conversion of group life insurance benefits simpler for everyone

8 in 10 employers consider a good offboarding experience important to their brand.¹ But administering the process for employees to convert their group life insurance coverage may be costly and time-consuming.

14 Hours

Employers spend about this much time a month offboarding non-medical benefits¹

\$20,000-\$50,000

40% of employers spend this much on conversion notices annually¹

Portability and Conversion Support provides a white-glove conversion and portability experience with services valued by employers:¹

- Turnkey implementation for a smooth and seamless process
- Proactive outreach and assistance through the entire process, including timely employee notification of portability and conversion options

Which alleviates administrative burdens and reduces costs:

- Automated notifications of coverage options to transitioning employees
- Answers to questions on coverage needs, protection details, and action steps
- Offered at no additional cost to you and your employees

While providing employees access to:

- Financial professionals for education on their group conversion options and support throughout the process, including help with paperwork
 - Digital tools such as a conversion rate calculator
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- In addition and if at the individual's request, employees have access to:²
 - Knowledgeable, objective, and holistic information to help them maintain financial wellness
 - Products and solutions available through Prudential affiliates such as individual life insurance and health insurance options, 401(k) rollover, and retirement planning

➔ Contact your Prudential representative for more information.



¹ Prudential's Portability and Conversion Support Employer Research Report, February 2021.

² Portability and Conversion Support is a service program with a primary focus to service the transitioning employee's option(s) to continue lost coverage through conversion or portability. A financial professional cannot proactively market products or services without the individuals' initiation or consent.

Portability and Conversion Support is available to holders of Group Insurance contracts issued by The Prudential Insurance Company of America. Portability and Conversion Support provides Group Insurance contract holders' insureds and/or former insureds with the options to continue life insurance coverage that is no longer available under a group contract. Individuals may be contacted by licensed financial professionals affiliated with Prudential to explain available insurance continuation options and answer questions.

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