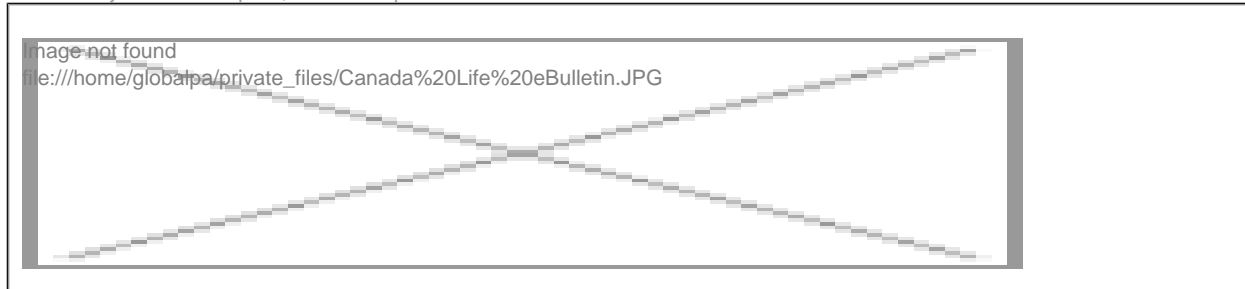




GLOBAL PACIFIC  
FINANCIAL SERVICES LTD.

## Doing business with Canada Life

Submitted by Victoria on April 5, 2021 - 3:19pm



We're here for you and your clients. With new tools, events and updates to our business processes, we're making it easier for you to do business with us.

### **Your guide to doing insurance business during the COVID-19 pandemic: Updates**

We've updated our COVID-19 underwriting page:

We're permanently adopting some underwriting changes we made due to COVID. In other cases, we've returned to our pre-COVID processes.

### **Increased random sampling using paramedical services for accelerated underwriting**

In December 2020, the accelerated underwriting program simplified its physical evidence requirements by implementing a more data-driven underwriting model where only some, not all, applicants needed to provide physical evidence. Due to the increase in COVID-19 cases, the scope of random testing was reduced, and greater emphasis was put on attending physician's statements. As restrictions begin to be lifted, the accelerated underwriting program will begin to increase its data-driven random testing to include paramedical and fluid. You should expect an increased number of clients selected for random paramedical testing in the next coming months, so make sure your clients are aware that they may be chosen to provide paramedical, blood and urine for accelerated underwriting cases.

### **Changes to our CSC phone number and your call experience**

The Client Service Centre is moving to one toll-free number for Individual Customer advisors and clients and the menu options in the interactive voice response system are changing. Effective March 29, 2021. We're keeping 1-888-252-1847. There will be no disruption to service, the other numbers will stay active for some time.

### **Your resource for conducting business digitally**

We've moved to a much more virtual and digital way of connecting with clients and conducting business, as a result of COVID-19. This is your source for everything you need to continue to conduct business in a virtual environment while also giving you updates to processes as our communities continue to reopen. Resources include news such as paramedical process updates, digital business guides, tips on connecting with clients virtually and recordings of every This week with Canada Life call.

**Source URL:** <https://www.gpfs.ca/bulletins/canada-life/2021-04-05/doing-business-canada-life>