



# LIFE ESSENTIALS *EXTRA*

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Here's what's new this week in Life Essentials...

APRIL 3, 2020

The COVID-19 pandemic has created uncertainty and stress. Rest assured, one thing remains the same—Prudential is here to support you and the clients you serve with tools and resources. In addition to the information in this newsletter, we have just rolled out two websites to communicate how Prudential is responding to the crisis and provide tools and resources for clients and advisors.

Please visit [www.prudential.com/covid](http://www.prudential.com/covid) and <https://www.prudential.com/covid-insights> for more information.

## Underwriting

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### COVID-19 – Underwriting Procedures Update

Like other businesses, Prudential has been actively monitoring the rapidly changing environment due to the impact of the COVID-19 pandemic. Given social distancing, office closures, and restricted access to medical personnel, today, we are announcing some changes to our underwriting procedures to ensure your safety and the safety of our communities, and so clients continue to have access to the coverage they need.

[Learn more →](#)

## Product Announcements

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### Important Changes to the ILI Product Portfolio: A Message from Steve Roche and Kevin Brayton

Prudential Individual Life Insurance continues to help customers with their life insurance needs in this challenging time of interest rate changes and market volatility. To do that, we take a prudent financial approach by continuously reevaluating our product portfolio and have made some adjustments to our offerings.

[Learn more →](#)

## Service

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### COVID-19 Service Update

In light of the ongoing challenges associated with the COVID-19 pandemic, Prudential is announcing additional steps to help you navigate the rapidly changing environment and bring peace of mind to your customers.

[Learn more →](#)

## Tools & Resources

We know that these times are particularly challenging. As always, we want to make sure you have resources to make it as easy as possible to conduct business and move your practice forward. Below is more information on our end-to-end electronic process, eCapabilities, and the interactive policy management tool, LifeInsight.

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### Helping You Simplify the Insurance Sales Process

Prudential's eCapabilities can help simplify every step of the life insurance sales process and make it easier to do business for you and clients during this challenging time.

[Learn more →](#)

## **Clients will have Questions; LifeInsight Can Provide Answers!**

You can access LifeInsight by visiting PruXpress.com and searching for your current Variable Life policies. Use our search tool, Inforce Policy Status, to access policies in your book of business.

[Learn more →](#)

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