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STRATEGIC HEALTH MANAGEMENT AWARDED PATENT FOR COMBO PRODUCT PRICING

Strategic Health Management (SHM), a northern California-based insurance consultancy, has been awarded U.S. patent number 8,150,715 for its innovative pricing mechanism bearing the trademark 'FIPO®' (Flexible Insurance Premium Option). FIPO® is a flexible pricing tool that applies to all combination/linked life and annuity products that include Long-Term Care benefits. It offers significant advantages when compared to level-premium Combos, while enabling insurers to develop their own proprietary products.

"Despite the extraordinary tax incentives provided by the 2006 Pension Protection Act for the purchase of Combo products – designed to address our nation's growing need for LTCI – the insurance industry has been struggling to realize the potential of Combo products," said SHM's CEO Hersh Markusfeld.

FIPO® pricing helps address key issues by offering a high degree of flexibility to design market-driven Combo Life and Annuity products. An insurer can set 'internal dials' such as the shape and steepness of the LTC charge curve, market weight assigned to annuity/life values vs. LTC benefits, and internal profit targets. FIPO® products can help insurers defend their in-force business and capture new markets in their most desirable consumer segments.

Consumers will also benefit from FIPO® pricing, as they can receive far greater LTC benefits – at least twice those of level-premium combination products – at the same going-in price. FIPO® combination products will appeal to consumers who are rightfully concerned about depleting their retirement assets, and who are looking for products that deliver better protection.

"I believe FIPO® will enable innovative insurers to meet real consumer needs – including new recurring-premium Combo products to reach the broad middle market – while providing competitive advantage for their distribution partners," Markusfeld concluded.

About Strategic Health Management Corporation

Founded in 1986, SHM is a product development firm that works with insurers and distributors to bring innovative, consumer-friendly products to market. SHM has developed proprietary, patented pricing methodologies that make Combo products more attractive and affordable for consumers, and that give clients a competitive edge. SHM is partnering with Ruark Insurance Advisors to help clients achieve sustainable growth and first-mover advantage in these huge, emerging markets. shmcorp.net

About Ruark Insurance Advisors, Inc

The Ruark Companies consist of Ruark Insurance Advisors, Inc. and Ruark Consulting LLC. Founded in 1998, Ruark Insurance Advisors provides our clients with reinsurance and other risk management strategies and advise. Our clients utilize this advice to maximize the value of their life insurance, long term care, variable annuity, fixed and indexed annuity, and longevity programs. ruark.co