



# TruLookup™ Deceased



## OVERVIEW

The Social Security Administration (SSA), historically viewed as the leading death records source in the country, has recently seen a deprivation in death records. In 2011, the SSA began drastically reducing the number of records reported in the Death Master File by no longer including state-protected death records due to a change in the interpretation of Section 205r of the Social Security Act.<sup>1</sup> Since then, our internal analysis has shown that the size of the Death Master File has decreased by more than 70%<sup>2</sup> over time, making it increasingly less comprehensive and may no longer be a standalone solution for deceased information. In fact, a CDC study revealed in part the Death Master File provides less than 23% coverage of the CDC's reported deaths in the US.<sup>3</sup>

Life insurers are facing regulatory pressure (for example, Unclaimed Life Insurance Benefits Act) to proactively verify potential deaths across their in-force books of business. The drastically reduced size of the Death Master File can lead to increased pension overpayments and may limit the ability of life insurers, and third-party administrators, to identify deceased, plan participants and reunite beneficiaries with benefits owed.

## TruLookup™ Deceased has illustrated a 95% match rate on death records

TransUnion's TruLookup™ Deceased uses sophisticated linking of data sources to help life insurance providers identify missing deaths and leverages a combination of low latency data sources and our proprietary matching algorithms. Our solution is designed to yield actionable matches by optimizing results and minimizing the return of false positives.

### With TruLookup™ Deceased, you can:

- **Increase efficiency** – streamline processes and improve performance with superior matching logic and reduced latency
- **Improve accessibility** – access consolidated data sources through a single solution
- **Supplement compliance** – create an auditable trail for regulatory requirements



Expanded data  
coverage



Proprietary  
matching



Flexible  
configurability

## Access robust and actionable deceased information

Life insurance providers can

- **Identify potential deaths and conduct timely further investigation**

- Improve brand reputation and better demonstrate social responsibility
- Proactively identify claims and notify beneficiaries
- Identify deaths where policies recently lapsed
- Bolster existing programs for regulatory compliance

- **Improve their existing fraud prevention efforts**

- Better identify potential fraud during the initial pre-underwriting (application review) period
- Help conduct timely claim investigations within the period of contestability
- Investigate potential misrepresentation regarding deaths identified as occur near policy inception

### **Other (e.g., annuity, disability, AD&D, and long-term care)**

- **Monitor and investigate mortality status for considerations such as overpayment avoidance**
- **Bolster existing efforts to meet fiduciary responsibilities to maintain more current participant records**
- **Support fraud prevention**

## Choose your method of delivery

Data delivery is flexible and can occur via batch, API integration, or our robust online platform, TLOxp®. With batch processing, insurers enjoy the flexibility and convenience of processing large volumes of data and receiving updates on relevant changes. With API integration, insurers can view search results using their own applications.

<sup>1</sup> US Dept of Commerce Change in Public Death Master File Records (ntis.gov)

<sup>2</sup> TransUnion internal analysis

<sup>3</sup> Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death Files, 1999–2020, compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program.

Enjoy flexible access to comprehensive data – how and when you need it. To learn more, call 800-856-5599 or visit [transunion.com/trulookup](https://transunion.com/trulookup).

