

Haven Life debuts Plus, a new suite of services that benefits life insurance customers while they're living

Haven Term policyholders can access to an online will service, a digital safe deposit box, an at-home DNA test and health report, and in store health services.

NEW YORK, NY, USA, August 15, 2018 /EINPresswire.com/ -- A new offering unveiled today by [online life insurance agency Haven Life](#) provides customers with benefits beyond life insurance coverage. [Haven Life Plus](#) is an innovative rider to the Haven Term life insurance policy that helps policyholders live healthier, fuller and more protected lives.



While Haven Life customers have already taken the important step of securing a term life insurance policy, issued by Massachusetts Mutual Life Insurance Company (MassMutual), they have other items on their to-do lists that they might not have gotten to yet. In February 2018, Haven Life surveyed policyholders to find out what benefits would appeal most to them. Eighty-three percent said they would use a free online will service if it were made available to them, 66% are interested in a digital vault for storing important documents, and 75% said they would be open to innovative wellness services like an at-home DNA test.

"We are a mission-driven business that aims to redefine the life insurance buying process and the relationship we have with customers," said Haven Life CEO and Co-founder Yaron Ben-Zvi. "To date, we've been able to deliver on an innovative way to protect your loved ones when you're gone. Now, we're turning our focus to how we can also enhance the lives of customers while they're living."

In eligible states, a Haven Term policyholder can take advantage of the following services, which are included in the cost of the policy:

1. A digital solution for creating legal wills for you and your partner at no charge through Trust & Will (a \$129 value.) The service also includes a healthcare power of attorney and directives.
2. A secure online safe deposit box for storing, managing and sharing your family's important documents at no cost through LifeSite (normally \$80 per year)
3. A discount for an innovative and actionable at-home health test that determines how well you are aging (or not) based on the length of the protective caps on your DNA strands through TeloYears (\$30 for policyholders; normally \$99)
4. A 15% discount voucher for family health services at MinuteClinic, inside CVS Pharmacy and Target stores

"The relationship that most people have with their life insurance company is a monthly bill. They have coverage in place, make their premium payments, and hope their loved ones will never

have to use it," said Ben-Zvi. "We've always felt there was more we could do for people after they buy a policy. With Haven Life Plus, we're now able to not only offer easier life insurance but also an easier life."

In addition to Plus, Haven Life will continue to offer LifeLink, a free-to-all mobile app that allows users to connect with 9-1-1 accurately, instantly and at the touch of a button.

The Haven Life Plus rider is not currently available to residents of Florida, New York, North Dakota, South Dakota or Washington state.

To learn more about the services offered through Haven Life Plus, visit havenlife.com/plus.

ABOUT HAVEN LIFE

Haven Life Insurance Agency, LLC is a life insurance startup, backed and wholly owned by MassMutual, that offers a simple online experience for buying high-quality and affordable coverage. Driven by a mission to make life less hard, we're committed to changing life insurance so that it's less time-consuming and far more rewarding.

Haven Life Plus (Plus) is the marketing name for the Plus Rider which is included as part of the Haven Term policy. The rider is not available in every state and is subject to change at any time. Neither Haven Life nor MassMutual are responsible for the provision of the benefits and services made accessible under the Plus Rider, which are provided by third party vendors (partners).

Haven Term is a Term Life Insurance Policy (ICC17DTC) issued by Massachusetts Mutual Life Insurance Company (MassMutual), Springfield, MA 01111 and offered exclusively through Haven Life Insurance Agency, LLC. Policy and rider form numbers and features may vary by state and not be available in all states. Our Agency license number in California is 0K71922 and in Arkansas, 100139527.

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