

Term Insurance New Business Submission— Important Planned Enhancements



With over 150 years of life insurance industry experience, Prudential continues to maintain a strong focus on Term Life Insurance.

When we launched our EssentialTerm suite last year, we did so on a brand-new administration platform. This transition has already delivered efficiencies and sets the stage for even greater capabilities. While change can bring complexities, we are confident these enhancements will lead to an improved experience. Our teams are actively implementing plans to deliver continued improvements in the coming months.

Review the new [Fast Facts](#) flyer for a quick, at-a-glance guide to key application and underwriting processes for EssentialTerm Value and EssentialTerm Plus.

Bookmark the link to this document for real-time updates as we make these changes.

Recent Enhancements

- Enhanced Search: Users can now Search by Producer First + Last Name (March 2026)
- Life Case Tracker: Additional Case Status Filters—Delivery Requirements Satisfied, Pending Placed/Unplaced Change, and Informals Quoted. (Feb. 2026)
- Custom Withdrawal Date for Term: You can now pick a draft date other than the policy date. Previously you were limited to the draft date matching the policy date. (Feb. 2026)
- Life Case Tracker: View NLG Rider details, physician details are shown for medical record orders, recent activity date and home office received date range filter, pinned cases – up to 10. (April 2026)

Improvements Coming Soon

Upcoming in 2026

- Web Case Status retires at the end of May. Start using Life Case Tracker today!
- Life Case Tracker Improvements
 - Historical Vendor Details: The addition of historical status details will be added (Coming in May)
- Interview sharing across multiple products (Interview copy coming in June)
- Ownership changes prior to policy issue (Coming in July)

Later in 2026

We have plans to further improve the experience and additional options like expanded access to the long form application, and enhanced features for third-party payors, multiple owners, and more. Throughout the year you can also look forward to Life Case Tracker enhancements, so managing your business is easier than ever before. We are committed to making these changes as smooth as possible. Once again, bookmark the link to this document for real-time updates as we make these changes.

EssentialTerm Value and EssentialTerm Plus are issued by Pruco Life Insurance Company located in Newark, NJ. Subject to state availability.