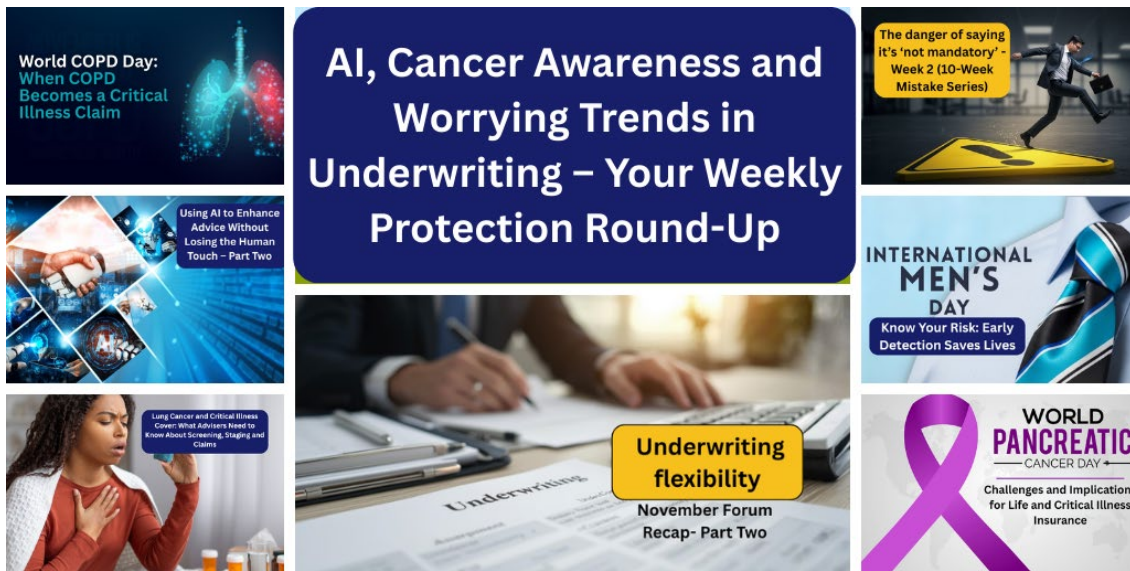


ProtectionGuru



AI, Cancer Awareness and Worrying Trends in Underwriting – Your Weekly Protection Round-Up

Three main themes came together in our analysis last week. First, how to use Artificial Intelligence in a way that strengthens, rather than weakens, human advice. Second, how to talk to clients about some of the most serious cancers and long-term lung conditions. Third, how insurers are really behaving when it comes to underwriting decisions.

Reading our analysis will provide practical insight into AI and advice, deep clinical guidance on lung cancer, Chronic Obstructive Pulmonary Disease and pancreatic cancer, a powerful reminder of why prostate cancer should be front and centre this International Men's Day, and a very honest conversation from our Protection Forum on underwriting flexibility.

[Read more](#)

Also on Protection Guru recently...



Protection Forum (November 2025) – Underwriting flexibility – Part Two

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Pancreatic Cancer: Challenges and Implications for Life and Critical Illness Insurance

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The danger of saying it's 'not mandatory' - Week 2 (10-Week Mistake Series)

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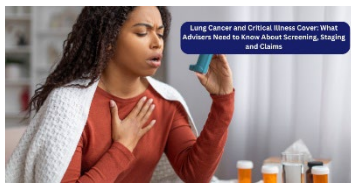
Know Your Risk: Early Detection Saves Lives This International Men's Day

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World COPD Day: When COPD Becomes a Critical Illness Claim

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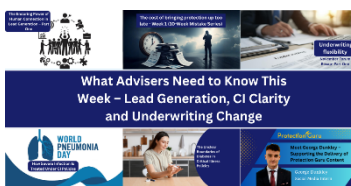
Lung Cancer and Critical Illness Cover: What Advisers Need to Know About Screening, Staging and Claims

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Using AI to Enhance Advice Without Losing the Human Touch – Part Two

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What Advisers Need to Know This Week – Lead Generation, CI Clarity and Underwriting Change

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