

# LIMRA and LOMA Canada 2017 Annual Conference

*The Sky is  
Not the Limit*

*May 18, 2017 • Manulife • Toronto, ON*



# LIMRA and LOMA Canada Annual Conference

## The Sky is Not the Limit

*Beyond the judgements of others*

*Rising high above the sky*

*Lies the power of ambition*

- Neil deGrasse Tyson, *The Sky is Not the Limit: Adventures of an Urban Astrophysicist*

Great leaders believe that nothing is impossible. With a clear vision, hard work, and the right skills and resources, there are no boundaries on achievement and success!

This year in Canada and around the globe, significant shifts are unveiling around us — in the economy, business, regulations, technology, demography.... At this conference, engage with thought-leaders and change-makers who will share their expert knowledge, strategies and insights on these disruptive opportunities. Be prepared to aspire and be inspired to reach beyond the stars!

# PROGRAM

7:30 – 8:30 am

**Registration and Breakfast**

8:30 – 8:45 am

**Opening Remarks**

*Brent Lemanski, Assistant Vice President and Executive Director, LIMRA and LOMA Canada*

*Rob Hollingsworth, Vice President, Insurance Sales and Retail Account Insurance Distribution, Canadian Division, Manulife*

8:45 – 9:45 am

**'No Soup for You' –  
Customer Experience with  
Life Insurance**

*Dr. Todd Silverhart, Corporate Vice President and Director, Insurance Research, LIMRA*

Customer experience continues to receive attention as it increasingly becomes a coveted source of business differentiation. Yet, given atypical characteristics of life insurance as a product, managing experiences with life customers involves addressing nuances not associated with other product categories.

Silverhart will discuss a model of customer experience developed to address the distinct factors associated with life products. In addition, he will share learnings from LIMRA's industry benchmarking program (including shopping, purchasing and inforce experiences).

9:45 – 10:00 am

**Break**

10:00 – 11:00 am

**Leveraging Technology to  
Expand Customer Reach**

*Todd Hynes, Vice President, Strategic Distribution Programs, ivari*

*Alexandr Dudarev, Chief Executive Officer, Specialty Life and Founder, Insurance Supermarket Inc.*

Get ready to challenge your assumptions about technology and distribution!

Hynes and Dudarev will reveal how a traditional insurance organization and an innovative marketing firm have partnered together using technology to instantly place a licensed advisor into a consumer's living room on demand and in real time.

## Program

11:00 – 12:00 pm

### **Watson, the Canadian AI Banker: Front-runners and Disrupters Betting Big on Cognitive Computing**

***Pavel Abdur-Rahman, Data Scientist and Associate Partner, Cognitive (AI) Consulting Practice, IBM***

Insurance and financial services industries are facing a rebirth by necessity. For success in the digital age, insurers must tap the hidden treasure they already own in massive quantities: data. Artificial intelligence and Cognitive systems offer ways to transform beyond traditional business functions as they continually build knowledge and learning, understand natural language, and reason and interact more naturally with human beings than traditional programmable systems. While many organizations still have far to go, industry outperformers are already taking strides to become fully-fledged cognitive businesses.

Abdur-Rahman will share the latest developments in Cognitive computing and how these new advancements are helping many financial institutions in Canada gain deeper insight into their enterprise, customers and competition. He will also cover several transformation projects that leverage hidden data to make smarter decisions, drive deeper consumer engagement and accelerate the management of regulatory compliance.

12:00– 1:00 pm

**Lunch**

1:00 – 2:00 pm

### **More Data, More Options: Predicting Customers' Next Moves in Their Insurance Decision Journey**

***Richard Boire, Senior Vice President, Boire Filler Division, Environics Analytics***

With Big Data revolutionizing all industries, organizations now face the challenge of how to use this information to improve their decision making. The insurance industry is no exception as increasing access to publicly available information through social media and government agencies offers more ways to understand and engage customers.

Boire will examine the data options and methodologies available to predict insurance customers' behavior, and how multiple models can predict different behavioral outcomes – and the next most likely step – of a given customer. He'll demonstrate how one insurer was able to optimize their marketing efforts by determining the right insurance offer for the right customer at the right time, and discuss the best practices, practical techniques, and pitfalls to avoid when using predictive analytics.

2:00 – 2:15 pm

**Break**

2:15 – 2:45 pm

### **Bringing Manulife *Vitality* to Life**

***Kevin Murphy, National Vice President, Insurance Sales, Retail Accounts, Manulife***

A few short months ago, Manulife changed the conversation about life insurance by introducing *Vitality*. Murphy will present an insightful session on how Manulife *Vitality's* innovative approach to life insurance is changing the customer experience.

2:45 – 3:45 pm

### **David vs Goliath: Winning the Digital Transformation Battle**

***Doug Baker, President and Chief Executive Officer, Teachers Life***

Digital, straight-through processing and direct-to-consumer are the future of life insurance acquisition. Baker will showcase the success of Teachers Life, a 2016 Celent Model Insurer, in transforming its product mix and technology to achieve seamless, end-to-end digital processing from application to policy delivery using an international mix of vendors. This David versus Goliath triumph will inspire others who are embarking on digital transformation.

3:45 – 4:45 pm

### **Beyond the Horizon: Exploring the Future of the Financial Services Industry**

***Rino D'Onofrio, President and CEO, RBC Life Insurance Company and Senior Vice President, Canadian Insurance Business, RBC***

Powerful trends will continue to disrupt the financial services industry over the next few years. What are the key forces, and how can organizations maximize their performance and growth under these conditions of precipitous change and adversity?

D'Onofrio will draw on LIMRA's thought leadership and his personal insights to examine the major strategic drivers, including regulation, the changing consumer, technology, innovation and talent management. His presentation will help you to anticipate and perhaps think differently about the future of the industry.

4:45 – 5:00 pm

### **Closing Remarks**

***Brent Lemanski, Assistant Vice President and Executive Director, LIMRA and LOMA Canada***

***Rob Hollingsworth, Vice President, Insurance Sales and Retail Account Insurance Distribution, Canadian Division, Manulife***

## Biographies



**Pavel Abdur-Rahman**  
**Data Scientist and Associate Partner, IBM**

Abdur-Rahman works in IBM's Cognitive (AI) Consulting Practice. He combines data science, operations research and management and IT consulting expertise to drive revenue growth and operational excellence.

In addition to his role at IBM, he is Applied Researcher at the Center for Customer Analytics at Queen's University and Adjunct Lecturer for Data Science at Schulich School of Business.



**Doug Baker**  
**President and Chief Executive Officer, Teachers Life**

Baker has been in his present role at Teachers Life since 2006. He had served on the Board of Teachers Life for 17 years prior to his appointment. He spent his early career in education.

Currently, he is on the Board of the American Fraternal Alliance, as well as a member of the Government Relations Committee of the Canadian Life and Health Insurance Association and a former Board member. He is also a past chair of the Life Insurers Council. Baker is a graduate of the University of Toronto, York University and the Rotman Business School Institute of Corporate Directors.



**Richard Boire**  
**Senior Vice President, Boire Filler Division, Environics Analytics**

Boire has over 30 years of experience in relationship and database marketing, most recently focusing on transforming data into insights to drive more effective CRM results. A recognized authority on predictive analytics, he pioneered the use of predictive modelling for direct marketing programs while working for American Express and Reader's Digest. In 1994, he formed an analytics and database consultancy that became the Boire Filler Group, which was acquired by Environics Analytics.

Active in the marketing community, he has taught applied statistics, data mining and database marketing at several Canadian colleges and universities, and has served as a speaker and chair of a number of trade conferences here and abroad. Boire earned an MBA in finance and statistics from Concordia University, and is the author of *Data Mining for Managers: How to Use Data (Big and Small) to Solve Business Problems*.



**Rino D'Onofrio**  
**President and CEO, RBC Life Insurance Company and Senior Vice President, Canadian Insurance Business, RBC**

D'Onofrio is responsible for overall business plans, profitability, product development, pricing, corporate underwriting, investments, data and client strategies for RBC's Canadian insurance lines of business, and is also accountable for RBC Insurance's Caribbean branch and China operations. Prior to this appointment in 2010, he was Head of Service and Operations for three years, and had joined RBC Insurance in 2004 as Vice President and Actuary, Product Development and Pricing. Earlier, he had held a variety of leadership positions at another insurance organization.

D'Onofrio is active in the insurance industry and speaks at various industry forums. He is Chair of the Board of Directors for LL Global (the parent company for LIMRA and LOMA) for 2017 and was previously Vice Chair. He is a member of the Standing Committee on Marketplace Relations for the Canadian Life and Health Insurance Association and is past chair of the Canadian Association of Financial Institutions in Insurance. He had formerly served on the Insurance Bureau of Canada's Solvency and Capital Committee, as well as its Governance Improvement Committee. In addition, he is Chair of the Board of Governors for Junior Achievement Central Ontario and has delivered a number of financial literacy courses to Grade 7 students. He is also a member of the Board of the Toronto Santa Claus Parade and volunteers at Habitat for Humanity builds. D'Onofrio is a Fellow of the Society of Actuaries and a Fellow of the Canadian Institute of Actuaries.



**Alexandr Dudarev**  
**Chief Executive Officer, Specialty Life and Founder, Insurance Supermarket Inc.**

Dudarev is a serial entrepreneur with over 20 years of experience in building and refining online marketplaces. Prior to founding ISI, he was one of the pioneers in the online marketing and financial lead generation arena.

His five years with ISI have seen him at the helm of Canada's fastest growing insurance brokerage. He leveraged this success to springboard Specialty Life into the industry as a novel and leading distribution channel of simplified insurance solutions. Dudarev credits his success to fast-paced and relentless growth in market testing and exploration.

## Biographies



**Rob Hollingsworth**  
*Vice President, Insurance Sales and Retail Account Insurance Distribution, Canadian Division, Manulife*

Hollingsworth leads a large team of insurance sales professionals responsible for life insurance, living benefit and affinity market sales for the Canadian Division; and has accountability for insurance distributor relationships and strategy. His passion for change and challenging the status quo, while demonstrating strong leadership and relationship skills, led to his current position.

He began his career in the financial services industry in 1993 and joined Manulife in 2001. In increasingly senior sales leadership roles within Manulife, he gained the respect of advisors, distributors and his sales teams for his ability to develop a high performance culture with a focus on continual improvement.



**Todd Hynes**  
*Vice President, Strategic Distribution Programs, ivari*

Hynes oversees the strategic direction and sales efforts for ivari's Business Development, Convergix and Company Office teams. He and his team work closely with the industry, distribution partners and advisors to deliver the ivari experience while addressing some of the most challenging issues the industry is facing. His greatest passion is to assist the next generation in joining the insurance business while continually raising the professional bar.

Hynes is Chair of the LIMRA Canadian Research Advisory Group and also serves on the Canadian Board of Directors for GAMA International (General Agents and Managers Association).



**Brent Lemanski**  
*Assistant Vice President and Executive Director, LIMRA and LOMA Canada*

Lemanski serves as the primary liaison between LIMRA and LOMA Canada and its member firms. He manages relationships with executives, conducts workshops and planning sessions, applies benchmarking information in problem-solving sessions, speaks on industry issues and trends, and promotes the wide range of products and services LIMRA and LOMA offer to Canadian companies.

Lemanski began his career as an agent and became an agency manager for The Dominion Life Assurance Company of Canada. He is a CLU and LLIF designee.



**Kevin Murphy**  
*National Vice President, Insurance Sales, Retail Accounts, Manulife*

Murphy leads a team tasked with helping distribution partners grow their insurance business with Manulife. He supports

distributors in expanding their business by helping them to implement insurance solutions and strategies through a consultative approach designed to deliver superior results. He began his career in the financial services industry in 1993 and joined Manulife in 2003, after its acquisition of John Hancock (Maritime Life in Canada). During his career, he has been both an advisor and a wholesaler, giving him great perspective and the ability to focus on the needs of advisors while growing sales, which has gained him the respect of distributors and sales teams.

Murphy has also contributed in notable ways to his community and is especially supportive of Big Brothers and The Heart and Stroke Foundation. He has earned the CFP, CLU, CHFC, RHU, CIM and EPC designations.



**Dr. Todd Silverhart**  
*Corporate Vice President and Director, Insurance Research, LIMRA*

Silverhart is responsible for directing LIMRA's insurance research program, which takes a holistic view of product, market and consumer issues related to individual and group life, health, disability and long-term care insurance. He oversees ongoing benchmarking surveys on sales, persistency and product design, as well as product-focused marketing and company practices studies. In addition, he manages research addressing a variety of issues inherent in marketing insurance products to consumers (with a focus on wealth-related markets, business markets, emerging consumer markets, and customer experience). He joined LIMRA in 1988 and had previously served in its Assessment Solutions unit, where he conducted producer and field manager selection research, consultation and product development. From 2000 to 2012, he developed and managed LIMRA's technology in marketing and distribution research program.

A frequent industry speaker and author, he also serves as staff representative for LIMRA's Market Research Committee and Customer Insight Advisory Council. Silverhart is a graduate of Middlebury College and received his Ph.D. in industrial and organizational psychology from Old Dominion University.

## Gold Sponsor



Insurance®

### RBC Insurance

RBC Insurance® offers a wide range of life, health, home, auto, travel, wealth and reinsurance advice and solutions, as well as creditor and business insurance services to individual, business and group clients. RBC Insurance is the brand name for the insurance operating entities of Royal Bank of Canada. Royal Bank of Canada is Canada's largest bank, and one of the largest banks in the world, based on market capitalization and one of North America's leading diversified financial services companies. RBC Insurance is among the largest Canadian bank-owned insurance organizations, with approximately 2,800 employees who serve more than four million clients globally. The Canadian head office for RBC Insurance is in Mississauga, Ontario.

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## Silver Sponsors



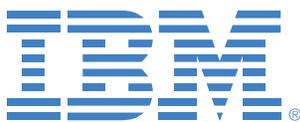
### EquiSoft

Founded in 1994, EquiSoft offers innovative business solutions to its clients in the insurance and wealth management industries to support their growth by taking advantage of new technologies. The firm develops and markets innovative front-end applications (InsuranceElements and WealthElements) recognized as having industry-leading user interface and state-of-the-art technology, in addition to being an Oracle OIPA integration partner for more than 15 carriers globally. To complete this unique offering, EquiSoft also brings extensive experience in data migration through its subsidiary, Universal Conversion Technologies (UCT). Recipient of the 2016 Outstanding Service Provider Award by Wealth Professionals and finalist for the 2016 Outstanding Service Provider Award by Insurance Business, EquiSoft has a growing team of nearly 250 specialized resources based in Canada, the US, Latin America, South Africa and India.



### iA Financial Group

iA Financial Group (Industrial Alliance Insurance and Financial Services Inc.) operates across Canada, as well as in the United States. Through a multi-channel distribution network of more than 25,000 representatives, it offers life and health insurance, savings and retirement plans, mutual and segregated funds, auto and home insurance, mortgage loans, car loans, creditor insurance and extended warranties. Founded in 1892 and listed on the TSX in 2000, iA Financial Group counts more than four million clients and more than 5,300 employees.



### IBM

IBM Canada Ltd. is one of the largest technology, services and consulting companies in Canada, backed by over a century of business and systems innovation. IBMers are dedicated to world-changing progress and building new ways to work in a world where intelligence is infused into the systems and processes that make business and society smarter. IBM Canada is headquartered in Markham, Ontario, and has nationwide responsibilities for sales, marketing and service. Canada is also home to IBM's largest microelectronics packaging and test facility in Bromont, Quebec and the largest software development organization in the country, with sites in Markham, London and Ottawa, Ontario; Edmonton, Alberta; and Vancouver and Victoria, British Columbia.

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### Silver Sponsors (Continued)



#### Manulife

Manulife Financial Corporation is a leading international financial services group providing forward-thinking solutions to help people with their big financial decisions. It operates as John Hancock in the United States, and Manulife elsewhere. It provides financial advice, insurance and wealth and asset management solutions for individuals, groups and institutions. At the end of 2015, it had approximately 34,000 employees, 63,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of September 2016, it had \$966 billion (US\$736 billion) in assets under management and administration, and in the previous 12 months it made more than \$24.4 billion in benefits, interest and other payments to its customers. Its principal operations are in Asia, Canada and the United States where it has served customers for more than 100 years. Its global headquarters is in Toronto, Canada.

### Bronze Sponsors

The logo for Environics Analytics, consisting of a purple rectangular box with the word "ENVIRONICS" in white, bold, uppercase letters, and the word "ANALYTICS" in smaller, white, uppercase letters below it.

ENVIRONICS  
ANALYTICS

#### Environics Analytics

One of North America's premier marketing and analytical services companies, Environics Analytics helps customers turn data and analytics into insight, strategy and results. Established in 2003, EA offers the full range of analytical services – from data supplier to strategic consultancy – and provides authoritative reports, software and modelling approaches to solve business challenges. Its team of 170 marketers, modellers and geographers help organizations identify their business problems, develop data-driven solutions and achieve success along every phase of their analytics journey. EA is a member of the Environics group, a unique alliance of companies dedicated to providing intelligent research, analytics and communications.



#### PwC Canada

At PwC Canada, its purpose is to build trust in society and solve important problems. More than 6,700 partners and staff in offices across the country are committed to delivering quality in assurance, tax, consulting and deals services. PwC Canada is a member of the PwC network of firms with more than 223,000 people in 157 countries.



#### The Co-operators

The Co-operators is a Canadian co-operative with more than \$44 billion in assets under administration. Through its group of companies, it offers home, auto, life, group, travel, commercial and farm insurance, as well as investment products. The Co-operators is listed among Aon's Best Employers in Canada; Corporate Knights' Best 50 Corporate Citizens in Canada; and the Top 50 Socially Responsible Corporations in Canada by Sustainalytics and *Maclean's* magazine.



## About LIMRA and LOMA

LIMRA, a worldwide research, learning and development organization, is the trusted source of industry knowledge for over 850 financial services firms. LIMRA provides its members with the latest insight and analysis on retirement, insurance and distribution, helping them develop effective business strategies that positively impact the bottom line.

[www.limra.com](http://www.limra.com)

LOMA is committed to business partnerships with its over 1,200 worldwide members in the insurance and financial services industry. Its goal is to improve company management and operations through quality employee development, research, information sharing, and related products and services.

[www.loma.org](http://www.loma.org)

