

2015 Critical Illness Insurance Forum

SEPTEMBER 28 – 30, 2015 • WALT DISNEY WORLD SWAN • ORLANDO, FL



A World of Opportunity

- Learn how innovation leads to new opportunities
- Attend sessions on underwriting, claims, marketing and sales
- Network and learn from your peers on the CI subjects they know best



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2015 CRITICAL ILLNESS INSURANCE FORUM

A World of Opportunity

Critical Illness insurance has been rising in popularity in recent years. The industry has seen double-digit sales growth for most of the past several years as new carriers entered the market, and those with established products saw their offerings take hold and sales increase.

Want to learn more? Join us this September 28–30, at the Walt Disney World Swan in Orlando, Florida and participate in the discussions and unparalleled networking opportunities that this Forum provides.

Whether you are new to the Critical Illness insurance market or a seasoned veteran, there is something in the program for you!

general session highlights

Your World of Opportunity

JANET BUZIL, HIA

*Vice President, Marketing and Product Development
Combined Worksite Solutions*

GARY HARGER

*Vice President, Voluntary Products
UnitedHealthcare Specialty Benefits*

This session will provide an overview of the conference program to help you create a world of opportunity at the conference. In addition to learning about the nuances of each session of the conference, this will be an opportunity for attendees to provide information about themselves and their level of knowledge with Critical Illness Insurance. Are you a CI veteran or CI newbie? This session will help participants better understand what sessions they should attend, the other attendees and insight on how to make the most of this world of opportunity.

View From Above — Market Innovation From Employee Benefit Consultants

DENNIS ADAMS

*Executive Vice President
Willis of Florida*

BRUCE SLETTEN

*Senior Vice President and National Practice Leader for
Elective Benefits
Aon Hewitt*

The onset of the Affordable Care Act has changed the way National Benefit Brokers and Consultants perceive and position Critical Illness Insurance. Hear about market innovation and private exchanges from leading industry consultants.

The Essential Need for Critical Illness Insurance

KENNETH J. SMITH, CLU

*Director of Health Product Sales
Assurity Life*

Join us for a tribute to Critical Illness Insurance inventor, Dr. Marius Barnard, and hear a story that illustrates the essential need for critical illness insurance. Previous Forums have featured claimants whose lives were changed by their decision to purchase critical illness insurance. Now learn from the other end of the spectrum. What happens when you pass on the opportunity to purchase CI?

What If You Ruled the CI World?

JAMES R. HUFFMAN, FLMI, ACS, Moderator
*Second Vice President, Management Solutions
LIMRA and LOMA*

Participants will have an opportunity to work with other attendees to design the ultimate Critical Illness Insurance product. What would it cover and what would it exclude? Is this a standalone product or integrated with another product? Think about how would you market and distribute it. Bottom line, if you ruled the CI world, what would your CI product look like to make you a gazillionaire? Working together, participants will discuss, debate and design the ultimate CI product.

Critical Illness Insurance Market Survey

STEPHEN F. ROWLEY

*Vice President
Gen Re*

A mainstay of this conference remains an update on the Critical Illness Insurance survey conducted each year by Gen Re in conjunction with NACII. As we explore the world of opportunity for Critical Illness insurance, Rowley will provide insight into the numbers and emerging trends gleaned from the survey of the Critical Illness insurance industry.

View From the Ground — Changing Demand for Critical Illness Insurance at the Worksite

DONOVAN PYLE

*Account Executive
Combined Worksite Solutions*

DAVID THAXTON

*Vice President
Elan Group Inc.*

HUNTER WHITTINGTON

*President
Benefits Technologies*

Critical Illness insurance has strong roots in the Worksite Market. The industry is not only growing, it is evolving. Experts in benefit education will discuss the changing dynamics in face-to-face enrollment of Critical Illness insurance.

Clearing the Air: The Meeting Wrap-Up

SHEILA MATHESON, FLMI

*Vice President, Critical Illness Marketing
Optimum Re Insurance Company*

DARRELL SPELL, FSA, MAAA, FLMI

*Consulting Actuary
Milliman*

This session is an opportunity for all who attended to share their thoughts and/or memorable moments, or clear the air related to any lingering questions. This will be your last chance to ask the question, make the comment, or address any final issue that may be lingering in your mind. Remember, the only bad question is the unasked question!

program overview

Monday, September 28

REGISTRATION — 12:00 NOON to 6:30 P.M.

GENERAL SESSION — 2:00 to 2:45 P.M.

Your World of Opportunity

REFRESHMENT BREAK — 2:45 to 3:00 P.M.

CONCURRENT SESSIONS — 3:00 to 4:00 P.M.

BREAK — 4:00 to 4:15 P.M.

GENERAL SESSION — 4:15 to 5:15 P.M.

*View From Above — Market Innovation
From Employee Benefit Consultants*

WELCOME RECEPTION — 5:30 to 6:30 P.M.

Tuesday, September 29

BREAKFAST — 7:15 to 8:00 A.M.

GENERAL SESSION — 8:00 to 9:00 A.M.

*The Essential Need for Critical
Illness Insurance*

REFRESHMENT BREAK — 9:00 to 9:30 A.M.

CONCURRENT SESSIONS — 9:30 to 10:30 A.M.

BREAK — 10:30 to 10:45 A.M.

CONCURRENT SESSIONS — 10:45 to 11:45 A.M.

LUNCHEON — 11:45 A.M. to 1:00 P.M.

GENERAL SESSION — 1:00 to 2:15 P.M.

What If You Ruled the CI World?

BREAK — 2:15 to 2:30 P.M.

CONCURRENT SESSIONS — 2:30 to 3:30 P.M.

REFRESHMENT BREAK — 3:30 to 4:00 P.M.

GENERAL SESSION — 4:00 to 5:00 P.M.

Critical Illness Insurance Market Survey

RECEPTION — 6:00 to 8:00 P.M.

Sponsored by NACII

Wednesday, September 30

BREAKFAST — 7:45 to 8:30 A.M.

GENERAL SESSION — 8:30 to 9:30 A.M.

*View From the Ground — Changing Demand
for Critical Illness Insurance at the Worksite*

REFRESHMENT BREAK — 9:30 to 10:00 A.M.

GENERAL SESSION — 10:00 to 11:00 A.M.

Clearing the Air: The Meeting Wrap-Up

CONFERENCE ADJOURNS — 11:00 A.M.

concurrent sessions



Monday, September 28

3:00 to 4:00 P.M.

1.1 CI 101

Designed for those attendees new to the Critical Illness insurance market, CI 101 is an opportunity to learn from some of our industry experts. This session will be a discussion of product development, market and distribution trends, enrollment, and other insightful tips to help guide you into the magical world of Critical Illness insurance.

JULIE JOHNSON, FLMI, ACS, AALU, Voluntary Practice Leader, AIG; **TARIE SUMMERS-HERBEK, FLMI, ACS**, Assistant Director, Product Management, The Hartford; *Moderator: JANET BUZIL, MBA, HIAm*, Vice President Marketing & Product Development, Combined Worksite Solutions

1.2 CI Product Development 201 — Using Customer Insights to Create Opportunities

Across all industries, today's consumer expects a personalized buying experience. The insurance industry has a unique opportunity to meet those increased expectations by providing customer-centric Critical Illness product solutions. This session will present thought-provoking product development methods and ideas focused on leveraging insights from the consumer's unique perspective. Join us for this session to discover new ways to explore Critical Illness product opportunities.

LEONARD CAVALLARO, Assistant Vice President, Voluntary Products Marketing, Reliance Standard Life Insurance Company; **CRAIG IREDELL**, Assistant Vice President, Cigna; **KATHERINE READ, CLU, ChFC**, Manager, Group, Voluntary and Worksite Benefits, MetLife

Tuesday, September 29

9:30 to 10:30 A.M.

2.1 Rating Challenges — Issue Age vs. Attained Age

Have you ever questioned why all companies don't rate Critical Illness insurance the same? Then this session is for you! This panel will discuss the pros and cons of the key components of each rating structure. What happens in the event of a takeover with a different rating structure? What compensation is paid with each structure? Come with lots of questions to participate in a great discussion.

RYAN CHAMBERLAIN, FSA, MAAA, Vice President, Head of Voluntary Pricing, Employee Benefits, Voya; **DAN PAFFUMI, FSA, MAAA**, Director, Actuarial and Underwriting, Aetna, Inc.; *Moderator: DEBRA CECIL, FLMI, NACII*

2.2 The Opportunity to Deliver the Financial Protection Our Client Signed Up For

What happens when there are issues with the claimed event, or if there is a problem with the eligibility of the claimant? In this session, two experienced CI claims assessors will share some of their thorny cases and the road they took to a satisfactory resolution.

JEAN MARC FIX, FSA, MAAA, Vice President, Optimum Re; Additional Speakers TBA



concurrent sessions

10:45 to 11:45 A.M.

3.1 Operations: Practical Insights on Real-World Issues

As the CI industry matures, carriers are faced with how to handle new and interesting operational issues on a day-to-day basis. In this session, a panel of CI industry experts will address a wide range of real-world operational topics on CI underwriting, actuarial, administrative, and claims adjudication issues. Attendees will be solicited for topics prior to the meeting to ensure that the panelists address their key concerns.

JENNIFER HOWARD, FSA, MAAA, Actuary, Milliman; **ANITA M. RECCHIO, FSA, MAAA**, Assistant Vice President and Pricing Actuary, Market Segment Finance, Colonial Life; **HEATHER SLIGH, FSA, MAAA**, Assistant Actuary, The Standard; **AMANDA B. TURCOTTE, FSA, MAAA**, Employee Benefits, Head of Product, Pricing & Underwriting, AXA; *Moderator:* **MICHAEL WEILANT, FSA, MAAA**, Consulting Actuary, Milliman

3.2 Sales and Training and the Right Sales Messages: A Missed Opportunity?

The companies in this market have, for the most part, worked diligently to develop quality products for their chosen market. Yet why do some burst out of the gate with successful sales growth while others do not? This session will explore the need for sales/marketing training and the right sales “scripting” for today’s many and diverse markets. Different sales concepts will be presented and the audience will be invited to share one sentence “elevator speeches” that highlight the product’s value proposition. Come to this session and immerse yourself in perhaps the most important aspect of achieving success in your market with this product.

SHEILA MATHESON, FLMI, Vice President, Critical Illness Marketing, Optimum Re Insurance Company; **KENNETH J. SMITH, CLU**, Director of Health Product Sales, Assurity Life

2:30 to 3:30 P.M.

4.1 Research: The Net Under the CII Tight Rope

In this session, two in-depth actuarial research projects will be presented. One takes a detailed look at heart attacks as a CI trigger, including a comparison of national statistics to the policy definition and how this impacts pricing, underwriting, claims, and other areas. The other explores the impact of offering multiple benefit payments in CI coverage — both for different events and recurrent events.

JEAN MARC FIX, FSA, MAAA, Vice President, Optimum Re; **KAYLA ROONEY**, Actuarial Student, Gen Re; *Moderator:* **SHEILA MATHESON, FLMI**, Vice President, Critical Illness Marketing, Optimum Re Insurance Company

4.2 All We “C” is Opportunity: Maximizing Compliance Resources to Get Results

Involving compliance resources early in product development can help get new, innovative Critical Illness insurance products to market faster. In this session, experienced compliance and product professionals will share tips for working with state regulators to secure approvals and will address ways to mitigate the challenges you may encounter when developing a new or innovative product. We will also look at hot topics in compliance and recent changes in laws and regulations that impact Critical Illness insurance.

TRACI HAWKINS, HIA, DIA, EHBA, Director, Compliance, Trustmark Companies; **STACY KORON, J.D., CLU, FLMI, LTCP**, Consultant, Milliman, Inc.; **TARIE SUMMERS-HERBEK**, Assistant Director Product Management, Group Benefits, The Hartford

Critical Illness Insurance Forum

Sessions Selection

Monday	
2:00 to 2:45 p.m.	General Session: Your World of Opportunity
3:00 to 4:00 p.m.	Concurrent Sessions:
	1.1 CI 101
	1.2 CI Product Development 201 – Using Customer Insights to Create Opportunities
4:15 to 5:15 p.m.	General Session: View From Above – Market Innovation From Employee Benefit Consultants
Tuesday	
8:00 to 9:00 a.m.	General Session: The Essential Need for Critical Illness Insurance
9:30 to 10:30 a.m.	Concurrent Sessions:
	2.1 Rating Challenges – Issue Age vs. Attained Age
	2.2 The Opportunity to Deliver the Financial Protection Our Client Signed Up For
10:45 to 11:45 a.m.	Concurrent Sessions:
	3.1 Operations: Practical Insights on Real-World Issues
	3.2 Sales and Training and the Right Sales Messages: A Missed Opportunity?
1:00 to 2:15 p.m.	General Session: What If You Ruled the CI World?
2:30 to 3:30 p.m.	Concurrent Sessions:
	4.1 Research: The Net Under the CII Tight Rope
	4.2 All We "C" is Opportunity: Maximizing Compliance Resources to Get Results
4:00 to 5:00 p.m.	General Session: Critical Illness Insurance Market Survey
Wednesday	
8:30 to 9:30 a.m.	General Session: View From the Ground – Changing Demand for Critical Illness Insurance at the Worksite
10:00 to 11:00 a.m.	General Session: Clearing the Air: The Meeting Wrap-Up



committees & exhibitors

EXECUTIVE COMMITTEE OF NACII

JANET BUZIL, Combined Worksite Solutions, *President*

MONICA FRANCIS, Colonial Life, *Secretary*

GARY HARGER, UnitedHealthcare Specialty Benefits, *Treasurer*

SHEILA MATHESON, Optimum Re, *Vice President*

DAN PISETSKY, US Living Benefits, LLC, *Vice President*

KEN SMITH, Assurity Life, *Past President*

NACII LIAISON TO LIMRA, LOMA AND THE SOA

SHEILA MATHESON, Optimum Re

PROGRAM COMMITTEE

DEBRA CECIL, FLMI, NACII, *Chair*

GARY HARGER, UnitedHealthcare

SHEILA MATHESON, Optimum Re

STEPHEN F. ROWLEY, Gen Re

KENNETH SMITH, CLU, Assurity Life

DARRELL SPELL, Milliman, Inc.

SPONSORSHIP COMMITTEE

JOSEPH WIESER, CLU, FLMI, Dearborn National Worksite & Individual Solutions, *Chair*



Sponsor and Exhibitor opportunities are available.

Contact:

BARBARA KIMBALL

Vendor Relationship Manager

LIMRA

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meeting details and general information

TO REGISTER

Register by **August 25** and save!

By August 25:

LIMRA, LOMA, NACII, or SOA members: \$895

Nonmembers: \$1,295

After August 25:

LIMRA, LOMA, NACII, or SOA members: \$1,045

Nonmembers: \$1,445

Register online:

www.limra.com/conferences

www.loma.org/events/conferences.aspx

www.soa.org

Meeting attire: The dress code for this conference is business casual.

GROUP DISCOUNT

If two (2) or more individual employees from the same member company register at the full member fee for this meeting, each individual registrant may take advantage of a group discount of \$100 per person. E-mail smelanson@limra.com for additional qualifications and other important details regarding this discount.

HOTEL INFORMATION

Walt Disney World Swan

1200 Epcot Resorts Blvd.

Lake Buena Vista, FL 32830

Phone: 407.934.3000

Reservation Link: <http://www.swandolphin.com/groupres/loma/>

Make your reservations by **August 25, 2015** by calling and mentioning the Critical Illness Insurance Forum or by using the link above to qualify for the group rate of \$189 per night plus applicable taxes.

Please note that hotel rates will go up after the cut-off date or when the meeting room block sells out, whichever comes first. While the conference partners work hard to secure sufficient number rooms, we cannot guarantee rooms will be available. Make your reservations early to be able to take advantage of the discounted group rate.

CONTINUING EDUCATION INFORMATION

For information on SOA CPD Credit and Continuing Education Credit — U.S. Qualification Standards please visit the Critical Illness Insurance Forum page at the SOA website: www.soa.org.

The conference partners, in conjunction with the Society of Financial Service Professionals, are pleased to inform you that attendance at any of the sessions will qualify interested individuals for PACE credits.



about the associations



SUZANNE MELANSON
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LIMRA, a worldwide research, learning and development organization, is the trusted source of industry knowledge, helping more than 850 insurance and financial services companies in 64 countries increase their marketing and distribution effectiveness.



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With nearly 1,200 member companies in over 80 countries, LOMA is a global leader in insurance and financial services industry education, committed to improving our members' management and operations through quality employee development, research, information sharing, and related products and services.



SHEILA MATHESON
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The National Association for Critical Illness Insurance (NACII) was established to provide a forum for discussion on Critical Illness Insurance; to become a distribution source for information and education on Critical Illness Insurance; and, to serve as a distribution channel for establishing and promoting Critical Illness Insurance industry policy, industry education and industry position. NACII continually seeks opportunities to bring together representatives throughout our industry to share knowledge, disseminate research and regulatory information, and to provide members a forum setting for informed discussions of Critical Illness.



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The SOA, through research and education, advances actuarial knowledge and improves decision making to benefit society. We enhance the ability of actuaries to be trusted financial and business advisors on problems involving uncertain future events. We provide and ensure the integrity and relevance of our credentials.