Big Data Analytics Conference

Feel the Rush

2017

June 19 – 21

Loews Annapolis, Annapolis, MD

◤ Look to the future of analytics with sessions on Cloud, AI, IoT, and Edge computing

◤ Discover how data science is driving advancements in underwriting

◤ Network with experts and peers, including small group interactive sessions

LIMRA®

FEEL THE RUSH

Welcome to LIMRA's Big Data Analytics Conference! In order to succeed and be competitive in the ever-changing insurance and financial services industry, it's a no-brainer that firms must leverage big data and analytics. The insights gleaned from big data play a pivotal role in helping companies solve some of the industry's biggest challenges.

As our industry becomes even more competitive, firms have to stand out from the crowd by offering products that cost less than their competitors, as well as operating more efficiently and providing top-notch customer service. In an economy driven by technology, big data offers insurers and financial services companies the ability to transform these processes and meet evolving regulatory requirements.

This conference focuses on helping attendees bridge the gap between big data and better decisions. You'll learn about putting big data to work and delivering strategic value by developing new business solutions using analytics. We are pleased that you have joined us to gather insight, value, and ROI for your organization.

The Hidden Brain and Big Data

SHANKAR VEDANTAM
Science Correspondent
National Public Radio

Big data promises to unlock all sorts of mysteries, and holds out tantalizing possibilities for understanding how the brain works. Simultaneously, however, our fascination with big data raises important questions and concerns — including the risk that techniques involving big data might unintentionally amplify our unconscious biases. This presentation explores how our minds process information and data, and the importance of keeping the "Hidden Brain" front and center as we design data systems.

Shankar Vedantam appears regularly on Morning Edition *and hosts the network's podcast Hidden Brain which explores the psychology of everyday life. Prior to joining NPR, he served as a national correspondent and columnist for* The Washington Post. *Vedantam has lectured at Harvard University's Kennedy School of Government and Columbia University's Graduate School of Journalism, and he has been a senior scholar at the Woodrow Wilson International Center for Scholars. He applies insights from psychology and the social sciences to the entire range of human behavior in his widely praised book* The Hidden Brain: How Our Unconscious Minds Elect Presidents, Control Markets, Wage Wars, and Save Our Lives.

For more information on this speaker, please visit www.prhspeakers.com.

Why Data Science and AI Need Design Thinking

JAMES GUSZCZA, Ph.D.
U.S. Chief Data Scientist
Deloitte Consulting

The big data revolution is giving rise to an artificial intelligence renaissance that is set to reshape business and societal landscapes alike. In parallel with this technological revolution is the revolution in our understanding of human psychology ushered in by Daniel Kahneman, Amos Tversky, and their followers and collaborators. This talk will explore the ways in which our deepening understanding of human psychology enables us to design AI systems that extend human abilities and facilitate better choices. While discussions of AI tend to focus on automating away human involvement, real-life AI applications often involve augmenting human capabilities. And effective augmentation requires human-centered design applied to the field of AI.

James Guszcza is a member of Deloitte's Advanced Analytics and Modeling practice. He has extensive experience applying predictive analytics techniques in a variety of public and private sector domains. Guszcza has also spearheaded Deloitte's use of behavioral nudge tactics to more effectively act on model indications and prompt behavior change. He is a former professor at the University of Wisconsin-Madison business school, and is a Fellow of the Casualty Actuarial Society and on its board of directors.

2017

Program Overview

REGISTRATION — *8:00 a.m. to 6:30 p.m.*

APPLIED ANALYTICS EXPERIENCE SEMINAR —
8:00 a.m. to 5:00 p.m.

OPENING RECEPTION — *5:30 to 6:30 p.m.*

REGISTRATION — *7:00 to 5:00 p.m.*

CONTINENTAL BREAKFAST — *7:15 to 8:15 a.m.*
Sponsored by Qlik

GENERAL SESSION — *8:15 to 9:30 a.m.*

The Hidden Brain and Big Data

SHANKAR VEDANTAM
Science Correspondent
National Public Radio

BOOK SIGNING — *9:30 to 10:00 a.m.*
Sponsored by Munich Re

BREAK — *9:30 to 10:00 a.m.*
Sponsored by PaperClip, Inc.

CONCURRENT SESSIONS — *10:00 to 11:00 a.m.*

BREAK — *11:00 to 11:15 a.m.*

MICRO SUMMITS — *11:15 a.m. to 12:00 noon*

LUNCHEON — *12:00 noon to 1:15 p.m.*
Sponsored by Life.io

CONCURRENT SESSIONS — *1:15 to 2:15 p.m.*

BREAK — *2:15 to 2:30 p.m.*

CONCURRENT SESSIONS — *2:30 to 3:30 p.m.*

BREAK — *3:30 to 4:00 p.m.*
Sponsored by Intellect SEEC

CONCURRENT SESSIONS — *4:00 to 5:00 p.m.*

BIG DATA ANALYTICS RECEPTION — *5:30 to 6:30 p.m.*
Sponsored by Acxiom

CONTINENTAL BREAKFAST — *7:15 to 8:15 a.m.*

GENERAL SESSION — *8:15 to 9:15 a.m.*

Why Data Science and AI Need Design Thinking

JAMES GUSZCZA, Ph.D.
U.S. Chief Data Scientist
Deloitte Consulting

BREAK — *9:15 to 9:45 a.m.*
Sponsored by Statistica

CONCURRENT SESSIONS — *9:45 to 10:45 a.m.*

BREAK — *10:45 to 11:00 a.m.*

GENERAL SESSION — *11:00 a.m. to 12:00 noon*

AI Will Disrupt Faste and Harder Than You Think

PRANAV PASRICHA
CEO
Intellect SEEC

CONFERENCE ADJOURNS — *12:00 noon*

◄ TUESDAY, JUNE 20 ►

CONCURRENT SESSIONS — *10:00 to 11:00 a.m.*

1.1 Analytics Applied: To Automated Underwriting

A growing number of companies are implementing streamlined or automated underwriting programs. At this session, two companies will share their experiences with algorithmic underwriting. Topics covered will include the impact on the new business process, new ways of asking health questions, the roles of reinsurance and vendor scoring systems, metrics used to track progress, and how these companies are scaling up to make this capability available to a larger part of the business.

SHARON JENKINS, Senior Vice President and Chief Underwriter, Legal & General America; **SCOTT MASTBROOK,** Assistant Vice President, Strategy, MassMutual

1.2 Making Data Science Work at Work

Lessons learned from building a data science team from scratch. Hear about decisions such as building from the outside or within, choosing software "A" or "B," fitting into the organization, etc. The last section will be a demo of a data science environment to demystify how we work our magic.

DAVID PAHL, Director of Analytics, Northwestern Mutual Life; **MATTHEW THOMPSON,** Lead Data Scientist, Genworth

1.3 Finance in Focus: How Data Science and Behavioral Science Can Work Together

Financial spending and saving in isolation is a rich area of exploration for big data studies. What is absent is the exploration around people's *attitudes* about spending and saving, as well as their *behaviors* leading up to those actions. In this session, you will learn how one financial services company is studying the analysis of financial behavior and the events that take place around the targeted behavior and combining the latest behavior science with data-driven technology and simple consumer experiences to improve ROI.

AHTI HUJANEN, Chief Architect and Implementation Officer, Brightpeak Financial

MICRO SUMMITS — *11:15 a.m. to 12:00 noon*

Micro summits are small, facilitated groups where you can discuss issues with like-minded peers. Choose from the following topics:

- Applications of Analytics
- Analytics in Underwriting
- The Tools of Analytics
- Data: Sources, Management, and Strategy
- Building a Culture of Analytics

CONCURRENT SESSIONS — *1:15 to 2:15 p.m.*

2.1 Making Electronic Health Records a Reality for Underwriting

As health information becomes digitized, how might insurance companies one day leverage this data for improved underwriting and product design? Susan Wehrman from RGA Re will describe the current state of EHR, what needs to happen in order for the industry to leverage them for underwriting, and lead a discussion with the audience around the role the industry can play in hastening that reality.

SUSAN WEHRMAN, Vice President, Electronic Health Record Initiatives, RGA Re

2.2. Analytics for the Rest of Us

For many, predictive modeling is simply feeding data into a "black box" and getting output, but understanding basic algorithm creation is critical to efficient use of models. Geared towards those who have NEVER built a predictive model, we invite you to join us as we delve into the creation of a simple model and the process that underlies it. In addition, we will share the approach and results of graduate students from the University of Connecticut who were tasked with developing models based on the same data.

NEAL SHAH, ACS, ALMI, Research Program Manager, Research Shared Services, LIMRA; **JOHN WILSON, FLMI, AIRC, ACS,** Instructor-in-Residence, University of Connecticut

2.3 Cloud Analytics: Wrap Your Head Around the Cloud

As more and more companies consider shifting to a cloud-based approach, it's important to have a good grasp of why it makes sense and how it can benefit your organization. In this session, we'll examine the advantages and disadvantages of cloud-based analytics over a traditional on-premise approach. Learn how other insurance and financial services firms have approached it, and what lessons they've gained (do's and don'ts) as they've transitioned their analytics efforts to the cloud.

BRENT DYKES, Director of Data Strategy, DOMO

CONCURRENT SESSIONS — *2:30 to 3:30 p.m.*

3.1 Underwriting Technology in the 21st Century

The evolution of technology has likely had no greater impact in the life insurance industry than in underwriting. This session will feature advances in underwriting technology and opportunities to use new technology to create a better consumer experience by collecting more than initial underwriting data. Attendees in this session will gain insight into opportunities to collect and use data from remote-monitoring devices and sensors including fitness equipment and patient wellness applications that can capture health and fitness behavior data for a policyholder's lifetime engagement.

BRYAN PADGETTE, Senior Vice President of North American Sales, Sureify; **MICHAEL REEVES,** Assistant Vice President, Partnership Solutions, Hannover Life Re

3.2 Art of the Possible: Customer Centricity in a Cognitive World

How can we use newly available capabilities to micro-segment our messages to a world where each customer can belong to multiple segments depending on their life stage, their current situation, and so many other factors? How do we fine-tune our interactions to make each one count? Can omnichannel be achieved, and what might that look like? Come and learn how customer centricity can start to be operationalized throughout the organization.

ANDREA EICHHORN, Global Industry Executive, IBM Corporation

3.3 Beyond the Core: Analytic Disruption at the Edge of the IoT

By the year 2020, some analysts estimate that there will be close to 30 billion connected IoT devices. From connected buildings, cars, factories, and medical devices, nearly everything will have an IP address capable of transmitting data for analysis. Are we to wait for the data to find its way back to a central core repository so data science unicorns can analyze and make sense of the ever growing mountain of data for the business? How will banks and insurance companies leverage this data deluge in the age of IoT? What new business opportunities are out there? Learn how to leverage open source and the algorithm economy to help make sense of it all.

DAVID SWEENOR, Global Product Marketing Manager, Statistica

CONCURRENT SESSIONS — *4:00 to 5:00 p.m.*

4.1 Automated Underwriting in Adjacent Industries

Life insurance isn't the only industry that needs to underwrite client risk. Learn how players in other industries, such as automobile insurance and mortgage lending, are using data to streamline and automate underwriting decisions.

WALTER SCOTT, Senior Economist, Single Family Analytics, Fannie Mae

4.2 Improving the Policyholder Experience Through Analytics

Customers today expect insurers to understand their particular journey, and the key to a long, fruitful relationship with policyholders lies in building an experience that is meaningful to them. Join us to learn how a reimagined digital experience uses a robust analytics process to drive policyholder lifetime value. Attendees in this session will gain insight into applying analytics to drive customer journeys in different market segments, personalize journeys based on interactions with policyholders, and leverage the wealth of data generated by policyholders to proactively position the most relevant products and services.

JON COOPER, CEO and Founder, Life.io; **MUNIR PATHAK,** Senior Data Scientist, Life.io; Additional Presenter TBA

◄ WEDNESDAY, JUNE 21 ►

CONCURRENT SESSIONS — 9:45 to 10:45 a.m.

5.1 The Actuary vs. the Data Scientist

As companies grow their advanced analytics capabilities, the demand is high and data scientists are hard to come by. But what if you had some of the skills you needed in other areas of the organization? Learn how companies are using the skills of actuaries to improve their data analytics programs.

RAJESH CHALAMALASETTI, Assistant Director, Analytics, Principal; **DAVID MOORE, FSA, MAAA,** Senior Technical Director, Nationwide

5.2. Analytics at the Speed of Data

From historic to batch to streaming, where is your firm on the data continuum? There is an abundance of real-time data that you can use to anticipate consumer needs, and to engage them with more meaningful, relevant, and helpful experiences. What steps can you take to accelerate your firm's data and analytics maturity? This session will highlight how organizations can fully leverage the abundant data assets available and showcase examples of what this can look like.

CHRISTOPHER CONDON, Marketing Statistician, CNO Financial Group; **DAVID EDINGTON,** Senior Vice President, Industry Strategist, Insurance Marketing Solutions, Epsilon

5.3 Data: Managing Privacy Risks in a Fast and Furious Data-Driven World

We live in a world with rapid adoption of new technologies, new sources of data, and innovative data uses. These advancements have incredible benefits but also come with serious risks. You probably know that you should be doing something to govern the data that you use to mitigate those risks, but with limited time, knowledge, and resources, where do you start? Each of these new data flows also has compliance issues and considerations that we must understand, navigate, and ultimately follow. This mission-critical talk also addresses the ethical use of data with consumers in today's digital, multi-touch, client-centered environment. Key guidelines for navigating the sensitive and critical world of client privacy in a data-obsessed environment will be provided.

This presentation is geared toward directors and hands-on users of consumer data and will provide key guidelines for beginning to think about data governance and consumer privacy and implementing a data governance program — with even the most limited resources

TIM SPAINHOUR, Senior Privacy Compliance Counsel, Acxiom

GENERAL SESSION — 11:00 a.m. to 12:00 noon

AI Will Disrupt Faster and Harder Than You Think

PRANAV PASRICHA
CEO
Intellect SEEC

The confluence of artificial intelligence, big data, IoT and mobility will make robo advice more accessible, more reliable and easier for buying insurance than with a human. Underwriting will be more precise, faster and less intrusive. Almost every industry function can be eliminated or greatly transformed resulting in significant customer experience enhancement, better decision making and orders of magnitude lower operating expenses. Come to this session to hear about each of these technologies and how companies can adopt them in a practical way to make sure your organization is ready for the tsunami of disruption about to hit the sector.

TO REGISTER

Register by May 24 and save!

By May 24 (Conference & Seminar)
LIMRA Member: $1,920
LOMA (but not LIMRA) Member: $2,610
Nonmember: $3,295

By May 24 (Conference Only)
LIMRA Member: $1,225
LOMA (but not LIMRA) Member: $1,840
Nonmember: $2,450

After May 24 (Conference & Seminar)
LIMRA Member: $2,220
LOMA (but not LIMRA) Member: $3,035
Nonmember: $3,820

After May 24 (Conference only)
LIMRA Member: $1,425
LOMA (but not LIMRA) Member: $2,140
Nonmember: $2,850

Register online: www.limra.com/bigdataconf

Spouses/Guests: A registration fee of $100 is available to spouses and guests of registered attendees. Individuals in an industry-related position, co-workers, or associates do not qualify. We invite spouses/guests to participate in the event's networking functions and ask that they wear their badge to these events. Participation in the general sessions and workshops is limited to those who have paid the full registration fee to attend the conference.

MEETING ATTIRE: The dress code for this conference is casual.

HOTEL INFORMATION

Loews Annapolis
126 West Street
Annapolis, MD 21401
Reservations Phone: 1.800.526.2593
https://www.loewshotels.com/annapolis/2017-big-data-analytics-conference-61717

Please make your reservation by **May 24, 2017** using the link above, or by calling the reservations phone number and mentioning the Big Data Analytics Conference to obtain the group rate of $179 single/double plus tax. Reservations made after May 24 will be at the prevailing rate and based on space availability. Make your reservations early to receive our discounted rates.

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