

2025 LIMRA Annual Conference

ELEVATING *tomorrow*

Expanding Access: Innovating Approaches to Serving the Underinsured



Shelly Habecker

VP, Life & Health Sustainability Lead
Swiss Re



Katie Lenzini

AVP, Life & Health Products
State Farm



Tom Dempsey

Chief Distribution Officer
Integrity



Alanna Schultz, Moderator

*SVP, Head of Sales and Client
Management*
Swiss Re

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Katie sneaking behind
GJ Mecherle's desk!

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Tom with the New Hampshire
Phantoms!

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Shelly climbing Mt. Kilimanjaro !

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LIGHTENING ROUND



Headline:

**“ Almost half of
American
households
remain
underinsured**



Headline:

“

**Some mistrust of
financial
institutions and life
companies is
slightly higher in
minority
communities**



Headline:

**“ Data suggests
that younger
generations are as
likely to trust a
“finfluencer” as a
consumer brand
influencer**



Headline:

“

**The overall need
for life insurance
is higher among
women than
among men**



Headline:

“

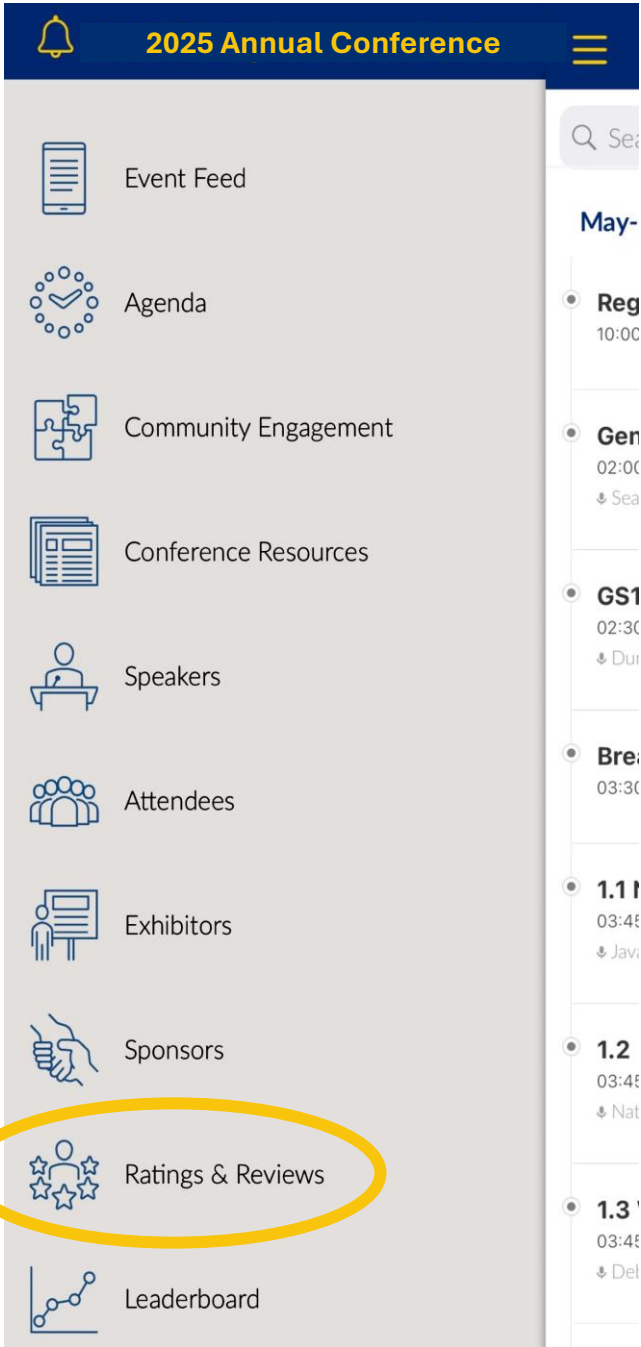
**Gen Z wants life
insurance...
they just haven't
gotten around to it**



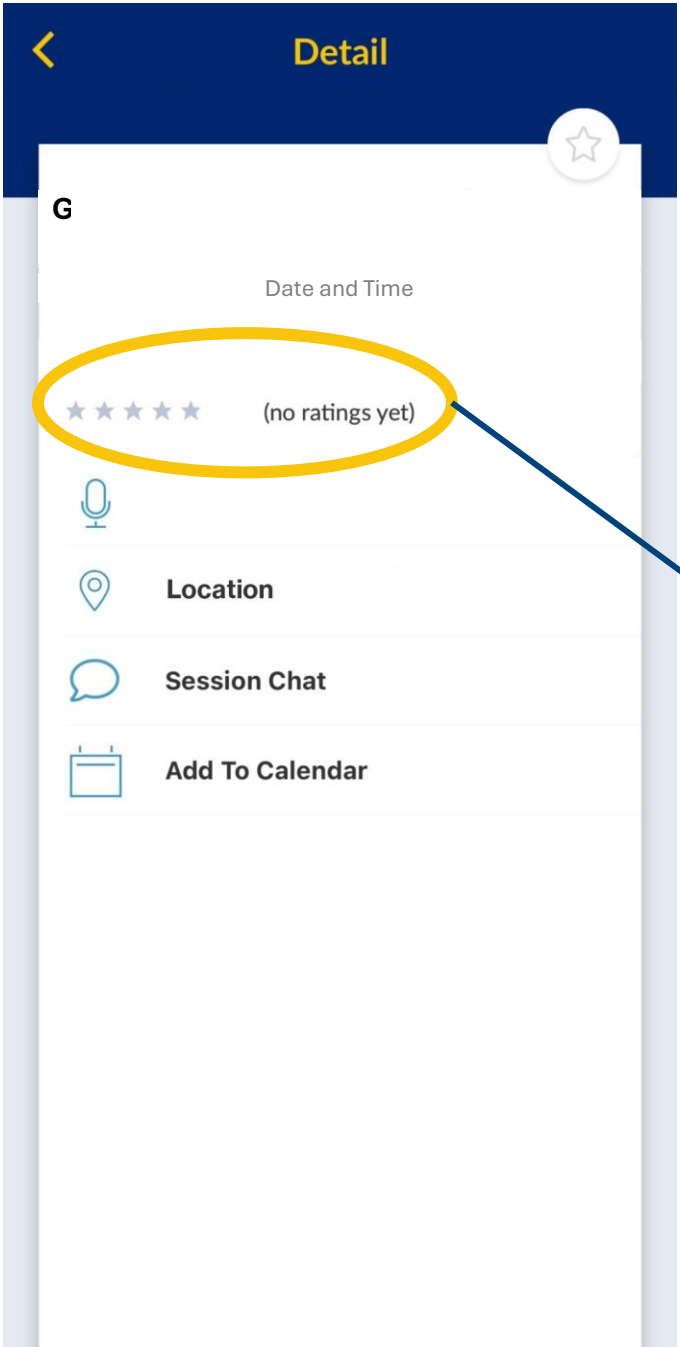
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Module Option



Agenda Option



Thank You



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