

PROGRAM



2016 STRATEGIC ISSUES CONFERENCE

22 – 24 JUNE, 2016 • KOWLOON SHANGRI-LA • KOWLOON, HONG KONG

Health, Technology & Beyond: Meeting Today's Evolving Customer Needs

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JASON YIN, General Manager, Ergo China Life Insurance Co. Ltd.

ANTITRUST POLICY AND CAUTION

Each person attending this function must be mindful of the constraints imposed by applicable antitrust laws. Some personnel here today represent companies that are in direct business competition with one another. This meeting's purpose is to provide a forum for the free exchange of ideas on the designated topics. It is not the purpose of this meeting to reach any agreement that could have anticompetitive effects.

You can avoid antitrust compliance problems by following simple guidelines:

- Stick to the published agenda.
- Pricing, premiums, and benefits to be offered or terminated are competitively sensitive information which competitors should not exchange or discuss with each other. Never take a poll of views or make a collective agreement on these issues.
- Always retain your right to make an independent judgment on behalf of your company.

LIMRA and LOMA are dedicated to the purpose of assisting all of their members to achieve their competitive potential.

PROGRAM AT A GLANCE

Wednesday, 22 June

5:45 p.m. — WOMEN LEADERS' RECEPTION

6:30 p.m. — WELCOME RECEPTION

Thursday, 23 June

7:30 a.m. to 5:00 p.m. — REGISTRATION

8:30 to 9:15 a.m. — OPENING REMARKS

9:15 to 10:15 a.m. — OPENING KEYNOTE
PRESENTATION

10:15 to 10:45 a.m. — NETWORKING BREAK

10:45 a.m. to 12:15 p.m. — HEALTH & WELLNESS
PANEL

12:15 to 1:15 p.m. — LUNCHEON

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

2:15 to 2:45 p.m. — NETWORKING BREAK

2:45 to 3:45 p.m. — GENERAL SESSION

3:45 to 5:00 p.m. — DIGITAL DISRUPTION
EXECUTIVE PANEL

5:00 p.m. — COCKTAILS AND DINNER

Friday, 24 June

7:30 to 8:30 a.m. — REGISTRATION REOPENS

8:30 to 8:45 a.m. — WELCOME BACK

8:45 to 9:45 a.m. — GENERAL SESSION

9:45 to 10:45 a.m. — GENERAL SESSION

10:45 to 11:15 a.m. — NETWORKING BREAK

11:15 a.m. to 12:15 p.m. — CONCURRENT SESSIONS

12:15 to 1:15 p.m. — LUNCHEON

1:15 to 2:15 p.m. — GENERAL SESSION

2:15 to 2:30 p.m. — NETWORKING BREAK

2:30 to 3:30 p.m. — CLOSING KEYNOTE
PRESENTATION

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3:30 p.m. — ADJOURNMENT

KEYNOTE SPEAKER BIOGRAPHIES



WALTER DE BROUWER
CEO
Scanadu

Walter De Brouwer is the founder and CEO of Scanadu, a NASA Ames Research-based company with the mission of putting the diagnostic power of a hospital in the hands of the consumer — and a device modeled after the fictional tricorder imagined in *Star Trek*. Walter is a Belgian-born technology entrepreneur who started Scanadu in 2011 after a life-altering family emergency. His goal: to build a suite of smartphonesque medical tools that reimagine access to healthcare for the people. Prior to Scanadu, De Brouwer ran One Laptop Per Child Europe and founded Starlab. His companies were involved in two IPOs and the merger of Eunet with Qwest Communications (now CenturyLink).



FREDRIK HÄRÉN
Entrepreneur, Speaker & Author

Fredrik Hären is an author and speaker on business creativity. His biggest-selling book to date is *The Idea Book*, which mixes insights and activities to boost creativity. It was glowingly reviewed by Seth Godin and is listed in *The 100 Best Business Books of All Time*. Fredrik's next book, *The Developing World*, delves into the explosion of creativity in developing countries — and lessons that people in the developed world can learn from it. His latest book is *One World. One Company*, which explores what it means to be a truly global company. Fredrik has delivered over 1,500 presentations in more than 50 countries. He was voted Speaker of the Year in Sweden and is one of only 30 Certified Global Speaking Professionals (GSP) in the world.

Conference Program

Wednesday, 22 June

5:45 p.m. — WOMEN'S LEADERS' RECEPTION

Harbour Room (Mezzanine Level)

Join other bright, successful women colleagues from top companies as we explore ways to navigate the numerous convergent forces driving industry change and strike a path for success. Engage in an open discussion and an exchange of questions, ideas, and solutions at the Women Leaders' Reception!

6:30 p.m. — WELCOME RECEPTION

Harbour Room (Mezzanine Level)

We welcome all delegates to join us to mix and mingle with other conference attendees before the first day of sessions begin.

Thursday, 23 June

7:30 a.m. to 5:00 p.m. — REGISTRATION OPENS

Grand Ballroom Foyer (Lower Level 1)

8:30 to 9:15 a.m. — OPENING CEREMONY & REMARKS

Grand Ballroom

9:15 to 10:15 a.m. — OPENING KEYNOTE PRESENTATION

Grand Ballroom

The Yellow Submarine



WALTER DE BROUWER
CEO
Scanadu

Advances in sensor technology, mobile phones, design thinking and machine learning are ushering in a new wave of change in healthcare unlike anything we've seen before. Walter De Brouwer, CEO of Scanadu, a mobile medical consumer company, will discuss the ideas at forefront, everything from consumer brands taking over preventative health to revenue generation opportunities for consumer's medical data.

10:15 to 10:45 a.m. — NETWORKING BREAK

10:45 a.m. to 12:15 p.m. — HEALTH AND WELLNESS PANEL

Grand Ballroom



ROSALINE KOO
Founder and CEO
CXA



GRETA MIKELONIS
Head of Health, APAC
Cigna



GEORGIO MOSIS, Ph.D.
Head of Innovation Management – Asia
RGA



LARRY HARTSHORN, Moderator
Corporate Vice President & Director,
International Research
LIMRA

The focus of this panel will be on new advancements and innovations related to health, wellness, and prevention. Panelists will discuss how new technologies are making it easier than ever to do business and increase customer engagement, as well as share current trends, and what we can expect to see coming next — both in the short term and long term future.

12:15 to 1:15 p.m. — LUNCHEON

Orchid Room (Lower Level 2)

Looking for copies of the presentations? Download the Conference App or visit www.limra.com/sicppts

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

Grand Ballroom

A. Targeting Innovation: How Your Customers Might Respond



JAMIE MACGREGOR
Senior Vice President, Insurance
Celent

Delivering innovation is an increasingly important element of insurers' strategies, but do customers recognize the value of innovation in insurance? How are they likely to respond to various types of innovation, and will this impact their loyalty? This presentation is based on recent Celent research exploring how insurance innovation initiatives (i.e., services, products, and sales investments) are viewed by consumers.

Shek-O

B. Automated Underwriting



RUTH FISK, AII, CDIA+, ECM[®], ERM[®], BPM[®]
Global Director – Insurance
Hyland Software

In today's competitive landscape insurers must look to technologies that can apply a customer-centric focus to complex underwriting business processes while leveraging automation to enable increased underwriting capability and speed to enhance the customer experience. Join this session to see firsthand how to incorporate advanced case management capabilities to automate and streamline the underwriting process from capture of new business applications, underwriting submission preparation, evidence ordering, and critical correspondence during the review process (including automated message sequencing).

Lotus/Jasmine/Laurel

C. The Advisor of the Future



RICK FUNKE
Assistant Vice President,
Assessment & Development
LIMRA

Who are the advisors of the future, and how will their responsibilities differ in a client-centric, omni-channel world? Drawing on LIMRA's latest research on financial services distribution, advisor recruiting, and rapidly escalating consumer expectations, Rick will share insights about the future role of the advisor and how recruiters can stay ahead of the curve.

2:15 to 2:45 p.m. — NETWORKING BREAK

2:45 to 3:45 p.m. — GENERAL SESSION

Grand Ballroom

The Digital Opportunity in China's Medical Insurance Industry



BRIAN JUNLING LI, Ph.D.
Founder and CEO
Juliye Group

Dr. Brian Junling Li will share how his experiences as Founder and CEO of Juliye Group and former Alibaba Group Vice President of Strategy, have shaped his views on internet and big data technology. Specifically, Dr. Li will identify ways in which these areas can assist in reorganizing medical service resources in China, thereby opening up a huge new potential market.

Conference Program

3:45 to 5:00 p.m. — **EXECUTIVE PANEL**

Grand Ballroom

Using Digital Disruption to Drive Customer Centricity



LEO CUI
CEO
TalkingData



WALTER DE BROUWER
CEO
Scanadu



STEVE MONAGHAN, EMBA
Regional Director
Head of Edge AIA



JAMES W. KERLEY, LLIF, Moderator
Chief Membership Officer, LIMRA & LOMA
LL Global Services, Inc.

This panel will combine three very different perspectives on how digital disruptors are dictating the way we conduct business in today's market. Key considerations for companies looking to revolutionize their business model will be discussed, as well as how to evaluate innovations and challenges worth investing in, and the revenue and partnering opportunities they create.

5:00 p.m. — **EVENING RECEPTION**

Please join us for an evening of great food and drink with a spectacular view over Victoria Harbour! We will celebrate LIMRA's 100th anniversary on the 100th floor of Hong Kong's tallest building, the International Commerce Centre (ICC), so you can enjoy the Hong Kong skyline while networking with peers and colleagues.

The evening will start with cocktails in the Ballroom Foyer directly following the last session, and transportation to dinner at Sky100 will depart from the hotel at 6:00 p.m.

Friday, 24 June

7:30 to 8:30 a.m. — **REGISTRATION REOPENS**

8:30 to 8:45 a.m. — **WELCOME BACK**

8:45 to 9:45 a.m. — **GENERAL SESSION**

Grand Ballroom

Selling in a Social World: Getting Your Hyper-Distracted Audience to Take Time to Engage With You



BETSY HUBBARD
Founder & President
Mindset Digital

In a time of short attention spans and high expectations, this high-impact, high-energy session will demonstrate how financial professionals are creating powerful connections in a digital age. From amplifying your personal brand to prospecting, we'll look at how the social world changes everything. What's in it for you? A deeper understanding of the new digital realities plus practical tips you can apply immediately.

9:45 to 10:45 a.m. — **GENERAL SESSION**

Grand Ballroom

Inspiring the Future



ALPESH SHAH
Senior Partner & Managing Director
The Boston Consulting Group

Is your company ready to embrace the power of innovation to engage today's consumers and serve their evolving needs? Shah will illuminate key strategies and practices your company can adapt to create a more flexible business ecosystem, address more consumer pain points, responds to digital disruptors...and drive vertical and horizontal growth.

10:45 to 11:15 a.m. — **NETWORKING BREAK**

11:15 a.m. to 12:15 p.m. — CONCURRENT SESSIONS

Grand Ballroom

D. The Retirement Dilemma in China



LARRY HARTSHORN

Corporate Vice President and Director,
International Research
LIMRA

LIMRA partnered with the Society of Actuaries to conduct a consumer perspective study on one of the most noteworthy markets facing the impending retirement crisis today: China. The session will cover the existing pension system, social security coverage and adequacy, what retirement means to China's consumers, and other key findings.

Shek-O

E. Workplace of the Future: Digital Transformation Through Innovation and Process Reimaging



PATRICK SUM

Head of Solutions Consulting, Digital Marketing,
S. China, HK&TW
Adobe



TIMOTHY TAY HUEY EN

Insurance Industry Advisor, Asia Pacific
Fuji Xerox Global Services

Are you curious about ways to help your company accelerate a digital transformation and drive operational excellence in the areas of mobility, clouds, process reimaging, and workflow automation? If so, join this session to gain a better understanding on what you must do to achieve a level of integration that allows transformation across the entire organization, while providing a seamless yet secure environment to customers, agents, and partners.

Lotus/Jasmine/Laurel

F. The Evolution of Underwriting: From a Control Function to Business Development



**CARMONY WONG, FLMI, AALU,
ANZIIF, ACII**

Head of Hong Kong and High Net Worth
RGA Reinsurance Company

This session will explore how innovative approaches to underwriting can help to increase sales and provide low-cost leads, releasing untapped value from assets that all insurers possess — claimants.

12:15 to 1:15 p.m. — LUNCHEON

Orchid Room (Lower Level 2)

1:15 to 2:15 p.m. — GENERAL SESSION

Grand Ballroom

Driving Culture Change — The 3 Big Ideas for Transformation



JOSEPH TAN

CEO

Leaderonomics Good Monday

If everyone in your organization continues to think and act in the same manner as they do today, will you be able to achieve the desired results within the expected timeframe? Your answer to this question will determine whether if cultural transformation is a necessary condition for growth in your company. Focusing on competency development is a necessary condition for accelerated performance but is it not sufficient. Without a focus on intentional cultural design, you could well be training your employees for your competition. Come and discover the 3 big ideas for driving cultural change that matters.

2:15 to 2:30 p.m. — NETWORKING BREAK

2:30 to 3:30 p.m. — CLOSING KEYNOTE PRESENTATION

Grand Ballroom

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FREDRIK HÄRÉN

Entrepreneur, Speaker & Author

Never has it been more important to see, understand, and react to change. Business creativity expert Fredrik Härén will discuss why this is more important than we typically think, and at the same time more difficult than most of us realize. For the people and organizations that do master change, the opportunity has never been greater.

3:30 p.m. — ADJOURNMENT

Please mark your calendars and make plans to join us at the Asia Distribution Conference this 17–18 November in Bangkok!

Your
initiatives

+

Our
insights

=

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moments like this



With a mortality protection gap of a staggering US\$ 58 trillion in Asia Pacific and a shortfall in healthcare funding forecast to reach nearly US\$ 200 billion by the end of this decade, talk about mountains to climb! With more than 100 years' experience working together with insurers in Asia, Swiss Re understands the benefits of pooling our resources. By combining our extensive insights into ageing Asian communities with our global capabilities in analytics and risk management expertise, we can help grow your business, protect more customers and close Asia's protection gap. Let's set our sights on the summit. **We're smarter together.**

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