

Experience Studies *Pro*

A Powerful Partnership

LIMRA and LOMA and the Society of Actuaries (SOA) teamed up to better service our members and the industry by creating a program to collect and process data for use in industry-wide experience studies.

In 2025, the program expanded to include a subscription model comprising more than 30 companies representing nearly 80 percent of in-force premiums in the U.S. Together, these companies will help guide LIMRA and LOMA and the SOA to produce experience studies that support adequate pricing, reserving, and regulatory activities across multiple product lines and risk factors.

Product Lines

Individual Annuity	Health Insurance	Pension
<ul style="list-style-type: none">• FIA• Fixed Rate• VA• RILA• SPIA	<ul style="list-style-type: none">• Group LTD• Individual DI• Critical Illness• LTC	<ul style="list-style-type: none">• PRT• Public Pension• Private Pension
Individual Life	Group Life Insurance	
<ul style="list-style-type: none">• Whole Life/Term/UL• Term Conversions	<ul style="list-style-type: none">• Group Term• Group Whole Life/UL• Waiver of Premium• AD&D	

Experience Factors Covered

Behavior Factors

- Surrender/Lapse
- Withdrawals
- Benefit utilization
- Premium deposits
- Premium pattern/Premium persistency (ex. UL)

Mortality

Morbidity Factors

- Claim incidence
- Claim termination
- Claim utilization
- Waiver of premium
- AD&D

Our Goal and Purpose



Provide a credible and current set of experience benchmarks for various insurance industry products to be used for reserving, pricing, and assumption setting.



Provide strong industry study participation.



Provide study funding at cost with a small margin.



Satisfy regulatory industry data needs for developing valuation standards.



Provide a mechanism to respond to regulator questions regarding study results and underlying data.



Get Involved

To learn more about the program or to get involved, please contact:

Sarah Sears
SSears@limra.com