

OPPORTUNITY

Supplemental Benefits –

Today's Momentum Propelling Tomorrow's Opportunities

FORUM SESSIONS @ A GLANCE

SEPTEMBER 4–6, 2019 • MARRIOTT MARQUIS • ATLANTA, GEORGIA

2019



NASBI

National Association of
Supplemental Benefit Insurance

	DAY	TITLE	DESCRIPTION
Pre-Forum Concurrent Sessions	WEDNESDAY, September 4 11:00am–12:00pm	Supplemental Health 101 – The Basics (and a little beyond) of Ax, CI and HI	Our speakers will present a solid overview of accident, critical illness and hospital indemnity insurance. Topics will include: product designs/general benefit structures; common features and options; underwriting expectations; pricing considerations; buyer demographics and key markets.
	11:00am–12:00pm	Life and Disability for All!	This session will provide the basics of supplemental life insurance and short term disability insurance. The presenters will provide fundamental information around markets, products and rating. Discussion can also be catered to the audience, based on additional topics generated during the session.
	11:00am–12:00pm	Actuarial Professionalism	Are you an actuary looking for Society of Actuaries Continuing Education (CE) credits? Do you work with actuaries and want to learn more about the ethics they are required to follow? This will be an interactive session with case studies to engage the audience on some of the ASOPs and precepts that we live by.
	1:00pm FORUM BEGINS		
Concurrent Sessions	1:00–2:15pm	Keynote Speaker: Virgil Miller – Executive VP, Chief Operations Officer, Aflac U.S.; President, Aflac Group	Supplemental benefits are growing and continue to change our market. Join our fireside chat with Virgil Miller, Executive Vice President, Chief Operations Officer, Aflac U.S.; President, Aflac Group, as he shares his outlook on the future of the overall supplemental health insurance market space in the U.S., as well as his current focus on delivering the next generation of innovative technology solutions at Aflac.
	2:45–3:45pm	Fraud is Alive and Well – Can You Stop It?	Fraud has been an ever present danger for the insurance industry – especially for Short Term Disability and Accident carriers. Many of our peers have faced this challenge head-on and have learned ways to push back. Mitigation requires planning as it involves policy design, contract wording, administrative procedures and many other aspects of the insurance operation. Join us as we hear from friends who have successfully reduced the challenges of dealing with fraud.
	2:45–3:45pm	Supplemental Health Mythbusters	Insurers are increasingly being told that they may not be competitive because “everyone else” is doing (or not doing) something! This session will examine some of the more common accusations insurers are wrestling with and, through anonymous polling software, we’ll examine if these items are true, false, or potentially misleading.
	2:45–3:45pm	New Age of Insurance Tech	In a day and age when even disruption is being disrupted, this session will provide an overview of the new technologies and insurtech innovations which will become partners or competitors of our industry.
Concurrent Sessions	4:00–5:00pm	Milliman’s Hospital Indemnity and Accident Surveys – Innovations and Expectations	Access to accurate data is key to managing your supplemental benefits portfolio. In this session, we will review the results of surveys on hospital indemnity and accident products and compare those results to recent developments and trends in design and structure of these products. More importantly, we will discuss the implications of this information and how it may influence the management of your portfolio.
	4:00–5:00pm	VM 20 – 2017 CSO: Going Live!	Tic-toc, Tic-toc... The 3-year transition window for VM-20 and the 2017 CSO is coming to a close on January 1, 2020. After years of planning, discussion and analysis, we are finally seeing carriers adopt these new reserving requirements, and product updates are being implemented. This session will include robust discussions around how carriers are adapting to these changes, as well as some of the unique challenges for supplemental/worksite life carriers.
	4:00–5:00pm	Direct to Consumer: Is Supplemental Health Ready?	Technology has changed everything in our lives and insurance is no exception. This session will examine the risks inherent in direct to consumer distribution and discuss whether our products are appropriately suited or could be modified in order to seize upon this opportunity.
Concurrent Sessions	THURSDAY, September 5 8:00–9:15am	Senior Management Panel – Insights & Perspectives	What’s on the minds of Supplemental Insurance Executives? Join us for a panel discussion with senior executives from several prominent insurance carriers. They will share their insights on recent trends, challenges they see in the marketplace, new opportunities, and reveal what’s keeping them up at night.
	9:45–10:45am	As the Business Churns, Part 2 – Another Look at Takeover Business	One the most popular sessions at the 2018 Forum, “As the Business Churns,” assessed takeover business in the supplemental world. In this session, we will take a deeper dive into the challenges and realities of takeover business. We will review results of the Milliman Takeover survey, hear underwriting and actuarial perspectives, along with case studies to illustrate best practices in takeover situations.
	9:45–10:45am	Speed To Market: Balancing Differentiation with ‘I Need it Yesterday’	This session will compare and contrast long and short product development periods across carriers to showcase different ways products are brought to market. Discussions will include the gives-and-takes of alternative approaches. Where should the focus be? Differentiation? Simplification? High ranges of variability? Lesser flexibility? We will also explore viewpoints about product lifecycles in the supplemental products space. How often should these products and/or pricing be refreshed?
	9:45–10:45am	The GIG Workers – Addressing Their Unique Needs	We will discuss the GIG economy and the workers who are part of this fast-growing segment of the overall workforce. Who are the GIG workers? What challenges do they face that might differ from those of the non-GIG workforce? What is the scale of the GIG economy in the U.S.? How do GIG workers obtain insurance protection and other benefits?

	DAY	TITLE	SPEAKERS
Concurrent Sessions	THURSDAY, September 5 11:00am–12:00pm	What's in a Name? A Critical Illness Product by Any Other Name is Just as Sweet!	Critical Illness products are now available in many designs and across multiple markets. We'll explore how variations in product design impact marketing and servicing. Our panel of experts will discuss concepts such as issue age vs attained age pricing; how the various forms of conditional and guaranteed renewability impact profitability; and whether the market platform/chassis (group, individual, worksite) defines the sustainability of the product design.
	11:00am–12:00pm	ACLI Supplemental Benefits Committee – Advocating for our Industry	The ACLI Supplemental Benefits Committee is focused on bringing advocacy efforts to regulators on behalf of member companies. Join this highly interactive session where Chuck Piacentini will present and discuss the hot topics facing our industry at both the federal and state levels. ACLI member companies represent 95 percent of industry assets offering life insurance, annuities, retirement plans, long term care insurance, disability income insurance, reinsurance, dental and vision and other supplemental benefits. The ACLI collaborates with member companies to continue our efforts to contribute to consumers' financial and retirement security.
	11:00am–12:00pm	Complex Claims Issues – Delivering Value at Claim Time	Our claims experts will work through complicated scenarios across multiple products with complex contractual provisions – focusing on how to bring real value to the end consumer at time of claim.
Concurrent Sessions	1:00–2:00pm	Strategies for Success: A Producer Panel Discussion	One of the elements for generating an effective supplemental benefits offering is working with a distribution partner who understands the value proposition and the right enrollment strategies needed to drive strong sales. Join us for a panel discussion and interactive Q&A with producers who have a proven record of success in the supplemental benefit space. Goals for this session will be to learn about their best-practices, key technology requirements and forward-looking trends in the marketplace. We'll also discuss any potential pitfalls, fatal flaws and cautionary tales that should be considered when developing an offer for potential clients.
	1:00–2:00pm	Combo Bachelorette – Season II	Combination products have gained significant traction over the past few years, especially amongst worksite carriers. In Season I (2018 Forum), we discussed the ways that chronic illness and long term care benefits are incorporated into life insurance products. Season II will feature the sultry and enticing critical illness product! We will review how carriers combine critical illness with life, short term disability and other products to create exciting new match-ups in this market.
	1:00–2:00pm	We Go Together – Integrated Claims and Solutions	Much like the song from the musical Grease, carriers are looking at ways to view and support customers by bringing otherwise disparate products and services together. They're doing this through a variety of approaches, such as streamlining the claims experience or identifying health and financial risks early. Hear from industry experts as they discuss the various integrated services offered to their customers. They will discuss the opportunities that led them to create an integrated claims experience, the hurdles they have faced through the implementation of these services, and the gains they have experienced or hope to experience in the future.
Concurrent Sessions	2:15–3:15pm	2019 U.S. Critical Illness Insurance Market Survey Results and Analysis	This session will discuss the results of GenRe's 18th Annual U.S. Critical Illness Market Survey and share observations on any trends, opportunities or concerns that may have arisen from the results.
	2:15–3:15pm	Through the Looking Glass – A View From the Outside	The majority of our Forum attendees are carrier-based. Exactly, what do we look like from the other side of the fence? What do we do well and what can we do better? What issues or barriers come with offering supplemental benefits and how can we solve them? This panel of experts will provide useful insights from a broker, enrollment / benefits administration, sales and human resources perspectives.
	2:15–3:15pm	Worksite STD: It Can't Go Wrong – Or, Can It?	With its high frequency and low severity claims, short-term disability seems like such a simple product. What could possibly go wrong? Quite a bit, actually, when you factor in the complexities of voluntary offerings, the overlap with other forms of disability benefits, the market desire for simplified underwriting, and any number of other risk factors. The panelists in this session will explore a range of challenges facing short-term disability plans, drawing from their experience in the market. Come learn what NOT to do when offering short-term disability benefits!
Concurrent Sessions	4:00–5:00pm	Supplemental Benefits Market Perspectives	All Forum attendees are certain to gain valuable insights and key takeaways from this highly informative session! Erin Marino, from Eastbridge Consulting, will share her perspectives based on years of research and studies of the Supplemental Health/Voluntary Benefits market space. We will learn of important industry trends and hear viewpoints of where we're headed. Additionally, Erin will share highlights related to recent in-depth research exploring employers' viewpoints in the voluntary/worksite arena. Topics will include: employer attitudes and opinions regarding voluntary products; types of benefits employers are offering; the most important factors employers use in deciding to offer voluntary benefits; changes being considered to employers' overall benefits plans – and much more!
	FRIDAY, September 6 8:00–8:15am	Why We Do What We Do	Sometimes it's both important and inspiring to remind ourselves why we do what we do and why it matters in the real world. Join us for a compelling pre-General session discussion as one of our own NASBI Board Members, Rhonda Russell, shares her personal story of how benefits received from her cancer, critical illness and hospital indemnity policies made a very meaningful difference in her life and the cancer treatment journey she experienced only last year. Her message will inspire and remind each of us why our work matters!
	8:15–9:15am	Making Data-Driven Decisions Around Disability and Health Insurance Claims Experience	Insurance carriers, TPAs, employers and consultants use absence and disability claims data to answer a range of questions about the workforce and to improve experience. Learn how the claims management process evolved to become data centric, how to clean up data, interpret the findings, understand pitfalls, and improve future data gathering. Discussions will include compelling findings from The Council for Disability Awareness' three new research projects.
Concurrent Sessions	9:30–10:30am	Regulatory Developments – The Latest and Greatest	Join us as we discuss the regulatory landscape of supplemental insurance in 2019. This session will explore the latest state and federal regulatory developments, as well as revisit long-standing compliance issues that continue to challenge supplemental benefits insurers. Topics include HSA compatibility, taxation of benefits, product-specific obstacles, wellness benefits, and new state challenges.
	9:30–10:30am	Trends in Worksite Life and Combo Products – Survey Results	This session offers robust discussion of the market trends shaping the worksite life market and the future of combination products. Presenters will report out the high-level findings and points of interest from their 2019 Worksite Life Insurance and Worksite Combination Life/Health surveys. Topics will include: trends in valuation processes, competitive analysis and an overview of key combo product features in today's market.
	9:30–10:30am	Disability Insurance – A Potpourri of Topics	During this session, we will review and discuss a variety of issues, challenges and opportunities facing the disability insurance industry – all subjects gathered directly from hot topics and questions raised during the Forum.
Concurrent Sessions	10:45–11:45am	Diversity Marketing – Get With It or Get Left Behind	This session will help to define diverse markets, i.e., based on ethnicity, sexual orientation, religion, etc., and the current financial impacts these markets hold in the economy, as well as the opportunities they offer within your business. What are the potential benefits of tailored messaging/marketing to drive sales growth? What are the challenges to implementing a diversity marketing strategy? And why is it so difficult in many organizations?
	10:45–11:45am	Critical Illness – What Happens Now?	The market is stable. Product definitions are relatively consistent across the industry. Carriers are happy with the developing claims experience. Has the product stagnated? Where do we go from here to maintain momentum? You are invited to bring your ideas and to participate in a lively discussion about what is next for this great product.
	10:45–11:45am	Life Insurance Product Update	While some may perceive the life insurance industry as old and stale, there are many changes happening within the life insurance markets. This session will discuss some of the hot topics in the industry around life products, regulations, and marketing initiatives – and what companies are doing to address new challenges and to take advantage of new opportunities.