

2010 Critical Illness Insurance Forum



September 21-22, 2010 ■ Orlando, Florida

Tuesday, September 21

1:00–1:10 p.m.

Welcome

Janet Buzil, President, National Assoc. for Critical Illness Insurance

1:10–3:30 p.m.

General Sessions

1:10–2:20 p.m.

Where is the CI Market Today?

Moderator:

Sheila Matheson, Vice President CII Marketing, OptimumRe

- The CI market will be reviewed and illustrated with early statistics/results from the 2010 Critical Illness Insurance Survey.
Presenter: Barry Eagle, Vice President, Marketing, Gen Re
- How will U.S. healthcare reform affect the CI market and CI producers?
Presenter: Lydia Jilek, Director, Product & Market Development, Unum

Ms. Jilek is responsible for Unum's Critical Illness portfolio and has been the product's healthcare reform point person since immediately after the 2008 presidential election. She has followed the process in detail through the various committees, proposals, votes – and now implementation. She will share her insights about the impact on the market and the CII opportunity.

2:20–2:30 p.m.

Break

2:30–3:30 p.m.

Underwriting /Actuarial Pricing/Marketing Responses

Facilitators:

Michael Weiland, Milliman

Joe Wieser, Vice President, AlwaysCareBenefits, Inc,

- Types of underwriting, i.e., simplified, fully underwritten, combined with other products, guaranteed issue, large face amounts
- Actuarial pricing differentiation based on type of underwriting
- Marketing responses

3:30–3:40 p.m.

Break

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3:40–4:25 p.m.

Concurrent Breakout Sessions

Session A **Underwriting**

Facilitator:

Peter Sauer, 2nd Vice President, Underwriting, Gen Re LifeHealth

- Application form design: Importance of question for simplified vs. guaranteed issue
- Current best definitions (Don't use 2005 definitions with a 2010 CI product!)

Session B **Marketing – Understanding the Markets – Individual, Worksite, Group**

Facilitators:

Joe Wieser, Vice President, Product Development & Enrollment Services, AlwaysCareBenefits

Keith Leech, Context Planning, Ltd.

It's not what the product *is*, it's what the product *does*: the Marketing/sales effort. How are these markets the same/different with regard to:

- Product design and features
- The marketing/sales effort
- The training issues for agents/brokers

4:25–4:30 p.m.

Break



4:30–5:15 p.m.

Concurrent Breakout Sessions

Session A Compliance Regulation

Moderator:

Darrell Spell, Principal & Consulting Actuary, Milliman

Facilitators:

Michele Henson, Product Development Manager, Met Life

Stacy R. Koren, First Consulting & Administration

Koren has been involved in nationwide group and individual critical illness insurance filings and is particularly interested in compliance issues associated with products that combine life and health benefits.

- Filing life vs. health – advantages and disadvantages
- Group vs. individual – advantages and disadvantages
- Typical State objections
- Loss ratio requirements
- New filing challenges prompted by healthcare reform

Session B Claims

Moderator:

TBA

Facilitators:

Jean- Marc Fix, Vice President, R & D, Optimum Re

Mary Ann Wilkinson, Vice President, Administration, Gen Re

Updated Claims Experience

- Current claims procedures and guidelines
- Are we prepared to rescind and when?
- Difficult events for claims assessment

6:30 - 9:30 p.m.

Dinner

All attendees are invited to attend and continue the day's discussion in a relaxed atmosphere. Guests are invited for an additional fee.

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Wednesday, September 22

8:00–8:55 a.m.

General Session

What Everyone Needs to Know in Order to Sell CI Insurance

Facilitators:

Ken Smith, Director of Products Sales Assurity Life

Keith Leech, Context Planning, Ltd.

- Product vs. sales training (Does the industry understand the difference?)
- The best product only matters if someone's buying something
- The three sales to sell Critical Illness insurance

8:55–9:00 a.m.

Break

9:00–9:45 a.m.

Concurrent Breakout Sessions

Session A

CII Enrollment Techniques

Moderator:

Janet Buzil, President, NACII

Facilitators:

Joe Gaudino, President, Worksite Communications

Teresa Craven, Marketing Director, MetLife

- Enrolling one-on-one in person with a benefit counselor
- Enrolling one-on-one over the phone with a benefit counselor
- Enrolling at a group meeting
- Enrolling online

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Session B **Actuarial /Financial**

Facilitators:

Michelle Dyke, Consulting Actuary, Milliman

Jan Alexander, AVP, Pricing Actuary, Unum

- Reserving CII
- Reinsuring CII
- Lapse rates
- Incidents rates derivation
- Difficult conditions to price
- Pricing spouse and children coverage
- Expenses and commissions

9:45–9:55 a.m.

Break

9:55–10:55 a.m.

What's on Your Mind? And What Do You Think?

Facilitator:

Dave Pavletich, NACII

Participants:

NACII Board Members and Attendees

- A group discussion covering the likely direction of CII
- Where are the opportunities in 2010 and beyond to make the product successful?
- Learn how some companies are trying to change the direction of CII

10:55–11:00 a.m.

Break

11:00 a.m.–12:00 p.m.

Complementary Products Sold with CII, LTC, DI

Moderator:

Barry Eagle, Vice President, Marketing, Gen Re

Panelists:

Steve Rowley, Vice President Risk Mgmt, Gen Re

Dan Pisetsky, President, U.S. Living Benefits, LLC

- Selling CII with other products
- Selling CII against other products