

Providing flexibility, promoting uniformity

## The Insider

### 2010 SERFF Board Election Results

On behalf of the Nominating Committee, we are pleased to share the results of the SERFF Board elections for 2010.

**Industry LH Member**--Fred Alavarado, Transamerica has been elected to another term

**Industry PC Member**--Theresa Boyce, ACE is a newly elected member

**State Member**--Bill Lacy, Arkansas, has been elected to another term

**Industry PC Trade Seat**--AIA has appointed Robert Yass, Vice President and Assistant General Counsel, Government Affairs, The Hartford, as their representative on the SERFF Board.

Congratulations to these members. We look forward to working with them in 2010! We also appreciate the participation of outgoing Board members, Hank Edmiston, PCI, Rep and Kim Kennedy, Travelers.



**Quick Text** is designed to store text that is often used, so it can be easily accessed instead of having to type it all repeatedly. Quick Text can be used when creating any of the following four types of Correspondence - Disposition, Note to Filer, Objection / Objection Letter, and Reviewer Note. When you are working in one of these areas, you can search for any available Quick Text by either Description, Category, or Use (the kind of Correspondence you are working in). You then choose the option you want from the Quick Text dropdown and the text is inserted in the Comments field.

As a reminder, a State Configuration Manager is the only person that can maintain Quick Text. If you are a State Configuration Manager, Quick Text maintenance is located under the Settings tab, then the Quick Text link.

As the year comes to a close, we would like to take this opportunity to say, "Way to go!" to the states. There have been several major strides in uniformity on the states' part this year. It has taken long, tireless hours from many states, but what we were able to accomplish in Speed to Market this year is outstanding! If you are a state user, please take a moment to pat yourself on the back. You deserve it! If you are an industry user, please do not hesitate to recognize the fantastic job the states have done this year! The states' hard work has led to an even more efficient, thorough and timely review process that benefits both the industry and the consumers. This uniformity allows filers to use SERFF to submit any product they need to file. The industry's commitment to SERFF has been overwhelming and is so appreciated. The work of the states has made it easier than ever for industry users to file via SERFF, which we hope will continue to strengthen the partnership between states, companies, and SERFF.

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#### WHY CAN'T THE STATE SEE MY CHANGES?

Have you ever made changes to Schedule Items on a filing, only to be notified by the state that they are unable to see these changes? If so, you are not alone and we are here to help. Below are steps to ensure the state can see your Schedule Item revisions and additions.

1. Navigate to the tab where the Schedule Item changes were made.
2. If you see the Draft Schedule Item Icon  to the left of the item, your revisions/additions have not been submitted to the state.
3. To submit draft changes, navigate to the Filing Correspondence tab.
  - If you have an Objection Letter without a Response Letter:
    1. Click the 'Respond' button and check to see if your changes show in the Response Letter.
    2. If they do not display, click the 'Add Schedule Items' button, select the items to be added and click 'Add Items.'
    3. Once the draft Schedule Items are displayed on the Response Letter, complete the required Comments field (s), 'Save', and 'Submit.'
  - If you do not have an open Objection Letter:
    1. Select the 'Create Amendment' link.
    2. As above, click the 'Add Schedule Items' button, select the items to be added, and click 'Add Items.'
    3. Once the items are added, complete the required Comments field, 'Save', and 'Submit.'



SERFF 5.8 is being released next week. Release notes will be posted to <https://login.serff.com>.



Mark your calendars for the 2010 NAIC/NIPR E-Reg Conference. Next year's conference is scheduled for May 3-5 at the Hyatt Regency Crown Center in the heart of Kansas City. The SERFF Team will be hosting the Rate and Form Filing Exchange. Below are some "Hot-Topics" to be featured at this year's conference.

- **Working Together** – Regulatory Process Improvements
- **Sneak-a-Peek** – What to Expect in SERFF's Next Release
- **"SERFF U"** – Tutorials to Help Make the Most of SERFF
- **Huddle Up** – Regulator Roundtables
- **What's New With the IIPRC**— Interstate Compact
- **Tell Us What You Want** – Design Suggestions

Registration information will be available soon at <http://ereg.naic.org>



## PRL ON THE MOVE

The NAIC's Products Requirements Locator has moved! Industry users and interested parties will now access the PRL at <https://eapps.naic.org/prl/do/search/home>. State users with the authority to maintain data in PRL will access the PRL login page at <https://eapps.naic.org/prl/do/states/home>.

PRL functionality has not changed. However, the PRL was integrated with the NAIC's single sign on initiative. This means that state users with access to PRL and another single sign on application, such as I-Site, will have to log in only once. For example, a state user can log into PRL, then navigate to I-Site and I-Site will automatically recognize their ID and log them in. Please note this assumes the IDs are the same and the user has access. SERFF is not yet integrated with single sign on, so states will continue to log into SERFF each time.

PRL is a great tool for industry users wanting to ensure filing compliance. Twenty-seven states are using PRL for Property & Casualty, two for Life, and one for Health. Check it out!

## IIPRC EXPRESS-HIGH LEVEL OF INTEREST IN IIPRC

A "nuts and bolts" session about the Interstate Insurance Product Regulation Commission (IIPRC) was presented at the AICP National Conference. IIPRC team members, accompanied by experts on product filings and uniform standards, gave valuable information about the IIPRC to a room full of interested professionals. A step by step demonstration was given on how to use the IIPRC's web site, along with SERFF, to maximize the use of Speed To Market tools in facilitating the IIPRC filing experience from filing preparation through approval. Best practices, filing tips, and a detailed analysis regarding the process of developing uniform standards were provided by experts in these areas. Contact the IIPRC office, [comments@insurancecompact.org](mailto:comments@insurancecompact.org), if your company or organization is interested in a similar presentation or webinar.

Recently, an independent survey of IIPRC users, conducted by Milliman Inc, revealed a high level of satisfaction for companies filing through the IIPRC. The IIPRC received high marks for speed of form approvals, clear and user-friendly standards, accessibility of IIPRC staff, and greater ease in creating back-end approval documentation.

Both the AICP session and the Milliman survey reflect a growing recognition in the industry about the inherent benefits of the IIPRC. In just three short years, the IIPRC has become an efficient process for companies to secure approval in all Member jurisdictions in 60 days or less through a single filing. The IIPRC now has 36 Member states. The number of product filings has doubled from last year, with filing turn around times of less than 30 days. While our family of companies and Members has increased, there is still room for plenty more. So hop aboard the "IIPRC Express" and be part of the experience.

## KNOWLEDGE IS POWER

"Learning is a treasure that will follow its owner everywhere." This old Chinese proverb serves as a reminder of the importance of continual learning. Particularly in the current job market; the more you know the more essential you are to your company.

The SERFF team wants to help you feed your head, so we're reminding you of two educational opportunities available to our SERFF users: the abbreviated "Getting Started with SERFF" tutorial and hands-on SERFF training.

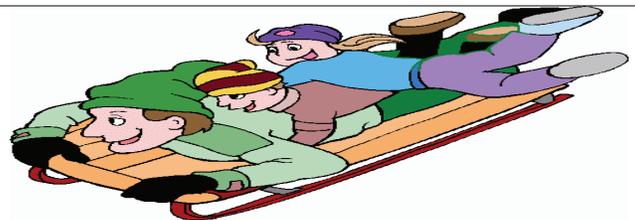


The "Getting Started with SERFF" tutorial is perfect for the user who hasn't logged into SERFF in a while, or won't be using SERFF frequently. Users will benefit from a brief overview of the settings, how to create and submit a filing, and how to respond to an Objection Letter. There is a fee involved for the audio portion of the tutorial. Typically, the two-hour web tutorial will cost around \$30.00. Again, the tutorial is not meant to replace training, it is simply an overview of the system.

For SERFFers who will be using the system frequently in their job, the NAIC Education and Training Department will begin hosting hands-on SERFF training as of January 13, 2010. Through the end of 2009, our current training vendor, Integro, will continue to provide training.

Hands-on SERFF training is online and interactive. Users will be connected to the instructor both via the web and phone, and will actually be logged into the training environment, working along with the instructor. Tuition for this multi-day course is only \$475.00 per student (beginning in January, 2010) and students are guaranteed to graduate "Summa Cum SERFFde"!

For more information about the "Getting Started with SERFF" tutorial, email [serfftrain@naic.org](mailto:serfftrain@naic.org). For more information about hands-on SERFF training beginning in 2010, email [etrainin@naic.org](mailto:etrainin@naic.org). If you'd like to attend training by the end of 2009, please contact Integro Training – [www.integrottraining.com](http://www.integrottraining.com).



For Questions and/or Comments contact us at 816-783-8990 or [serffhelp@naic.org](mailto:serffhelp@naic.org)