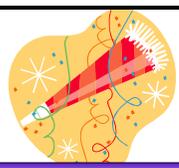
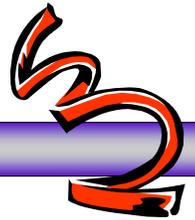


[THE INSIDER]



January/February 2010, Issue 43



New Year, New Name, Same Great Newsletter!

In October of 2009, the SERFF team asked users to submit suggestions for renaming the v5 Insider. SERFF v5 had been released three years earlier and the application had changed a lot and was nearing the end of the 5.x versions. We received a lot of great suggestions, but there was one that was popular with both users and the staff. Drumroll, please....

Introducing....*The Insider!*

Turns out, most people thought just dropping the v5 would do it, so that is what we did!

The Insider will continue to provide SERFF users with helpful tips, breaking news, and the scoop on upcoming features. Beginning this year, the newsletter will be distributed every other month. If you aren't getting the newsletter, just contact the SERFF Help Desk at serffhelp@naic.org and ask to be added to the distribution list.

IN THIS ISSUE

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- **SERFF Resolutions**
- **New Year, New PSC Members**
- **Improved Tools for Mix and Match**
- **Get Ready for E-Reg!**

IIPRC Offering Discount on Registration!



Register with the IIPRC by January 31, 2010 to receive a 10% discount off the 2010 Annual Registration Fee.

For more information on how to register, visit www.insurancecompact.org or call the SERFF Help Desk at (816) 783-8990!



Did you know?

The annual E-Reg conference is right around the corner and the Rate & Form Exchange has some great sessions planned. See page 2 for conference details.

The SERFF Team's Resolutions for 2010

Every year people make New Year's resolutions. Those resolutions could be to join a gym, become a better person or make a change. The SERFF team is no different, as we have developed our own 2010 New Year's resolutions for SERFF.

Lacey Seemann, Customer Support Analyst on the SERFF Help Desk, said, "My New Year's resolution for SERFF is to assist users in becoming more acclimated with the Online Help feature in the SERFF application. Online Help has a variety of information, such as how to respond to an Objection Letter, creating Amendments, adding users, and much more."

Brandy Woltkamp, Implementation Specialist II, said, "My New Year's resolution for SERFF is to educate our users about the SERFF website: www.serff.com. There is a wealth of information available on our website from state participation to our monthly newsletter. Additionally, on the home page we always provide new information regarding SERFF and the Speed to Market initiatives."

Bridget Kieras, Manager II - SERFF Product Support, said, "My New Year's resolution for SERFF is to help make our SERFF users' design suggestions become reality. We are always looking for suggestions from users to improve SERFF. After all, SERFF is a product that relies on the assistance of state and industry users alike."

Rachel Asbury, Implementation Specialist II, said she would like to, "help states utilize the time saving functionality in SERFF to its fullest, to afford state users more time to spend on tasks outside of administrative duties."

You have heard some of our SERFF New Year's resolutions, now we want to hear yours. What are your New Year's resolutions for SERFF? What would you like to see improved? Tell us your thoughts by going to <https://login.serff.com/> and click on the enhancements survey.

The Insider

IIPRC Mix & Match Filing Changes

You may have noticed some changes in the way you prepare and view the Statement of Intent information for "mix and match" filings submitted to the Interstate Insurance Product Regulation Commission (IIPRC).

SERFF v5.8, released on December 9, 2009, implemented a separate "Statement of Intent" filing tab for field-based input of the Statement of Intent information requirements. Mix and Match information can now be entered directly into SERFF. A Mix and Match identifier also appears in the "Filing at a Glance" header. These enhancements are very important now that the Commission amended the Product Filing Rule to eliminate the two-year timeline associated with the ability to mix and match Commission Product Components with State Product Components. This new functionality will help Member States better track Mix and Match components being used in their respective marketplace.

Filing Information Notice 2009-04 outlines the new filing procedures. We have also posted revised filing instructions to our SERFF General Instruction and to the IIPRC website's Industry Resource page, under the section on "How to Create a Compact Filing". Instructions and an on-demand tutorial can be found in SERFF's Online Help for industry. The online tutorial is also available on the IIPRC's Industry Resources web page.

Thank you all for making 2009 a successful year for the IIPRC—a year in which the number of registered filers and filings received doubled from last year's totals. The IIPRC Management Committee has approved a 10% discount off the 2010 Annual Registration Fee, effective immediately for companies registering and re-registering with the IIPRC on or before January 31st. Now is the time to take advantage of this cost savings and enjoy the full year of filing with the IIPRC.

New PSC Members Announced

Happy New Year! With a New Year comes new PSC Members and we are pleased to announce the following PSC members selected by the SERFF Board of Directors to serve a three year term beginning January 1, 2010.

Scott Henderson, Washington

Jeff Lamb, Kentucky

Rob Reichart, Missouri

Don Harrison, Berkley Underwriters

Carmen Kuechenmeister, Allianz

Kim Mahaffey, CUNA Mutual

We look forward to working with the new members and all of the PSC in the upcoming year. The SERFF team would like to take a moment to recognize the outgoing members, all of whom contributed their time and enthusiasm in helping to make SERFF a better tool for both state and industry. The outgoing members are Linda Graham of Vermont, Angelia Johnson of Texas, Shawna Greenway of Farm Bureau, Cindy Meyer of Ameritas, and Lisa Chin of Zurich.

The Product Steering Committee is comprised of ten state and ten industry SERFF users and has dozens of interested parties. Both members and interested parties participate in monthly conference calls and other requirements gathering activities. The group is instrumental in identifying, prioritizing, and detailing improvements to SERFF.

If you would like to participate in the SERFF PSC, contact the SERFF Help Desk at serffhelp@naic.org to be added to the interested parties list.

Educate, Execute, Evolve!

The theme for the 2010 Rate & Form Exchange at the NAIC's annual E-Reg conference will be "**SERFF University**"- *educate, execute, evolve!*

The Rate & Form Exchange is designed to quench your thirst for SERFF knowledge! The SERFF "courses" may not provide students with credit hours toward degree completion, but they will "educate," so that students can "execute" what they've learned and "evolve" to a higher level of "SERFFing"!

SERFF users will not want to miss the informative and entertaining sessions we are planning. Topics range from SERFF tutorials, peer roundtables, IIPRC, P&C Hot Topics, NAIC Operational Efficiency Working Group, and of course the very popular SERFF Game Show! And we're not telling what the game show will be this year, so you'll have to wait and see!

In addition to the Rate & Form Exchange, attendees will have the opportunity to network with peers and to visit the exhibit hall and learn about the latest offerings from vendors.

The 11th annual E-Reg conference will be held in Kansas City from May 3-5 at the Crown Center complex. Registration opens soon! Keep checking <http://ereg.naic.org/> for more information.



For Questions and/or Comments contact us at 816-783-8990 or serffhelp@naic.org