SERFF Product Steering Committee Meeting

Wednesday, July 20

NAIC NATIONAL ASSOCIATION OF INSURANCE COMMISSIONERS

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Roll Call

- Roll was called for current PSC members

- Interested parties who wish their attendance to be recorded can email lbandle@naic.org

SERFF Modernization Update

- We are near the end of Month 5!
- The team has just completed 2 days of onsite planning sessions.
- On the filing side, we've started work on Compact registration and we are starting to deep dive in state filing fee rules and state business rules.
- The first deployment for updates to Legacy search will go out for a pilot in late September or early October.
- The reporting phase launches in August.
- More focus groups and other outreach will be launched soon!

Industry Focus Group Survey

- Link: Focus Group Survey
- Only for industry users
  - State users are being contacted separately for focus group participation
- Focus groups will be spun up gradually during the project

SERFF Modernization Engagement Activity

- Used online tool – Menti
- 70 PSC attendees participated
- Main topics covered: Reporting, Readability Scores
- Questions from the activity are on pages 7-8
- Results from the Menti Activity start on page 13
- **If you were not able to participate in the activity or would like to expand on your answers, feel free to email responses to the questions to Lauren (lbandle@naic.org) and Bridget (bkieras@naic.org)**

Engagement Activity Questions: Reporting

When answering, please provide what type of user you are (state or industry) and how often you use SERFF (daily, weekly, etc).

- **Do you use canned reports? If not, why? (Choose one)**
  - Yes
  - No, reporting is not part of my job function
  - No, the reports don't meet my needs
  - No, I didn't know they exist or I don't have access
- **If you use the canned reports, how well do the following meet your needs? (On a scale of 1-10)**
  - The report parameters
  - The report output content
  - The report output format
- **How could the canned reports be improved?**
- **Do you run any canned reports on a regular schedule? (Choose one)**
  - Yes, all reports
  - Yes, some reports
  - No, but I do run canned reports
  - I do not run canned reports
- **What is you preferred file format for reports? (Choose one)**
  - Mostly Excel
  - Mostly PDF
  - Even split between Excel and PDF
  - I do not run reports

Engagement Activity Questions Cont. : Reporting & Readability

- **If you run the Quick or Full Export, what do you do with that output? (Choose one)**
  - Create a report
  - Upload it to another system
  - Use it to determine tasks or work to be done in SERFF
  - I do not run the Quick or Full Export
- **What percentage of documents submitted in SERFF require a readability score? (Choose one)**
  - None
  - 1%-25%
  - 25%-50%
  - 50%-75%
  - 75%-100%
- **What tool do you use to calculate readability scores?**

Project Roadmap Transition Phases: Scope

Phase	Name	Scope
T1	Search Capabilities	• Key word searches across all filings and documents for a given state.
T2	Reporting Capabilities	• Standard and custom reporting options • Data export functionality
T3.1	Insurance Compact & Public Access	• Customized screens and workflows for Insurance Compact • Filing preparation and submittal with required upfront validation for Insurance Compact • Document analysis and comparison capabilities for Insurance Compact • Collaboration tools for Insurance Compact • Workflow management for Insurance Compact
T3.2	Life Filings & Public Access	• Customized state-specific views, screens, and workflows for Life filings • Filing preparation and submittal with required upfront validation for Life filings
T3.3	Property & Casualty Filings, APIs, and Public Access	• Customized state-specific views, screens, and workflows for P&C filings • Filing preparation and submittal with required upfront validation for P&C filings • APIs for vendor integration
T3.4	Health Filings & Public Access	• Customized state-specific views, screens, and workflows for Health filings • Filing preparation and submittal with required upfront validation for Health filings • URR schedule for Health filings
T4	Plan Management	• Binder- create, validate, submit, correspondence, search, and reporting • Plan transfer • Template validation

PSC Membership Interest Form

- Link: PSC Membership Form
- 5 state seats, 1 industry seat up for new membership in 2022
- Will use this form to pull membership nominations going forward.
- For consideration this year, please submit by July 31

2022 Call Dates –
all calls start at 12:30 Central

- August 17
- September 14
- October 19
- November 16
- December 14

Q&A

- **Will there be questions in the future about reports we would like to see added?**
  - Yes, we will use the results from today as a starting point for more reporting questions and other methods of participation such as focus groups and surveys.
- **Will SERFF consider allowing some modifications to be made to canned reports prior to generating them?**
  - We will have questions about this in the surveys on this topic, but any changes will most likely be implemented in the new system, not legacy.
- **Will we be able to access the data via an API?**
  - Yes, we have APIs available today and will continue to have APIs on both the industry and the state side. If this is something you're interested in, feel free to email Bridget (bkieras@naic.org).
- **Will changes in the reporting functions continue to include "drawer" filings since those may not go through the same workflow?**
  - Yes, reporting will still include paper filings as well as electronic filings.
- **During the period when the users may have to use both old and new systems, will there still be a place where all types of product filings will be visible?**
  - Yes, the Enterprise Data Warehouse is where our Tableau dashboards sit, and those reporting functions will include filings from both systems.
- **Are you considering dashboard views vs reporting capabilities?**
  - Yes, part of the modernization is to differentiate between visual reporting (historical trends, workload & status reports, productivity metrics, etc.) and action-oriented reporting that will allow drill-in and further action. (ex. Showing filings by status, and being able to drill-in to view a filing and complete a task)
- **When you mention "new platform" is there going to be another website aside from SERFF?**
  - Yes, the new system will have a different URL from the current SERFF website, so while the project is in progress, there will be two websites. Once the project is complete, and after a warranty period, the old website will be decommissioned.

July SERFF PSC Engagement Activity

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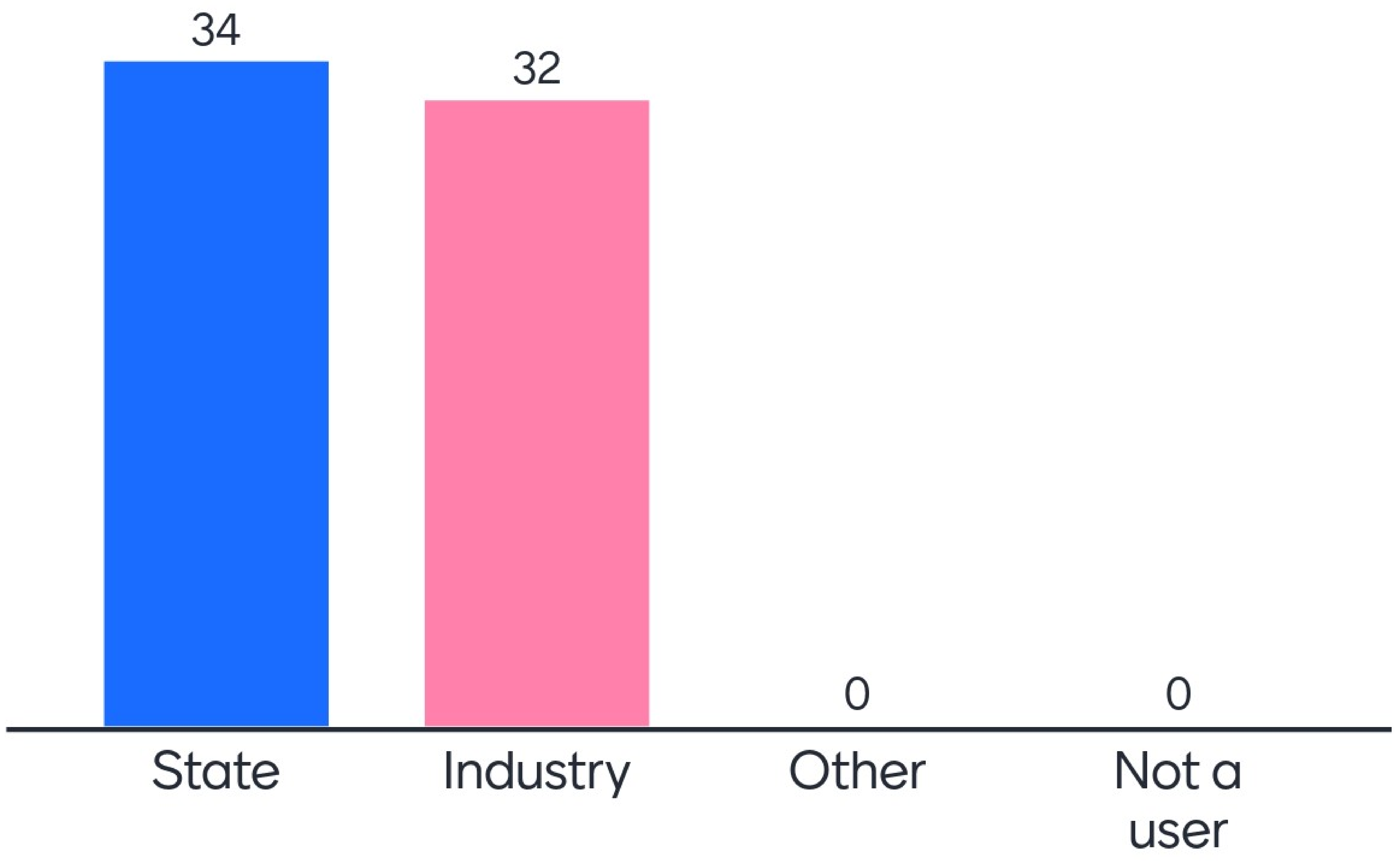
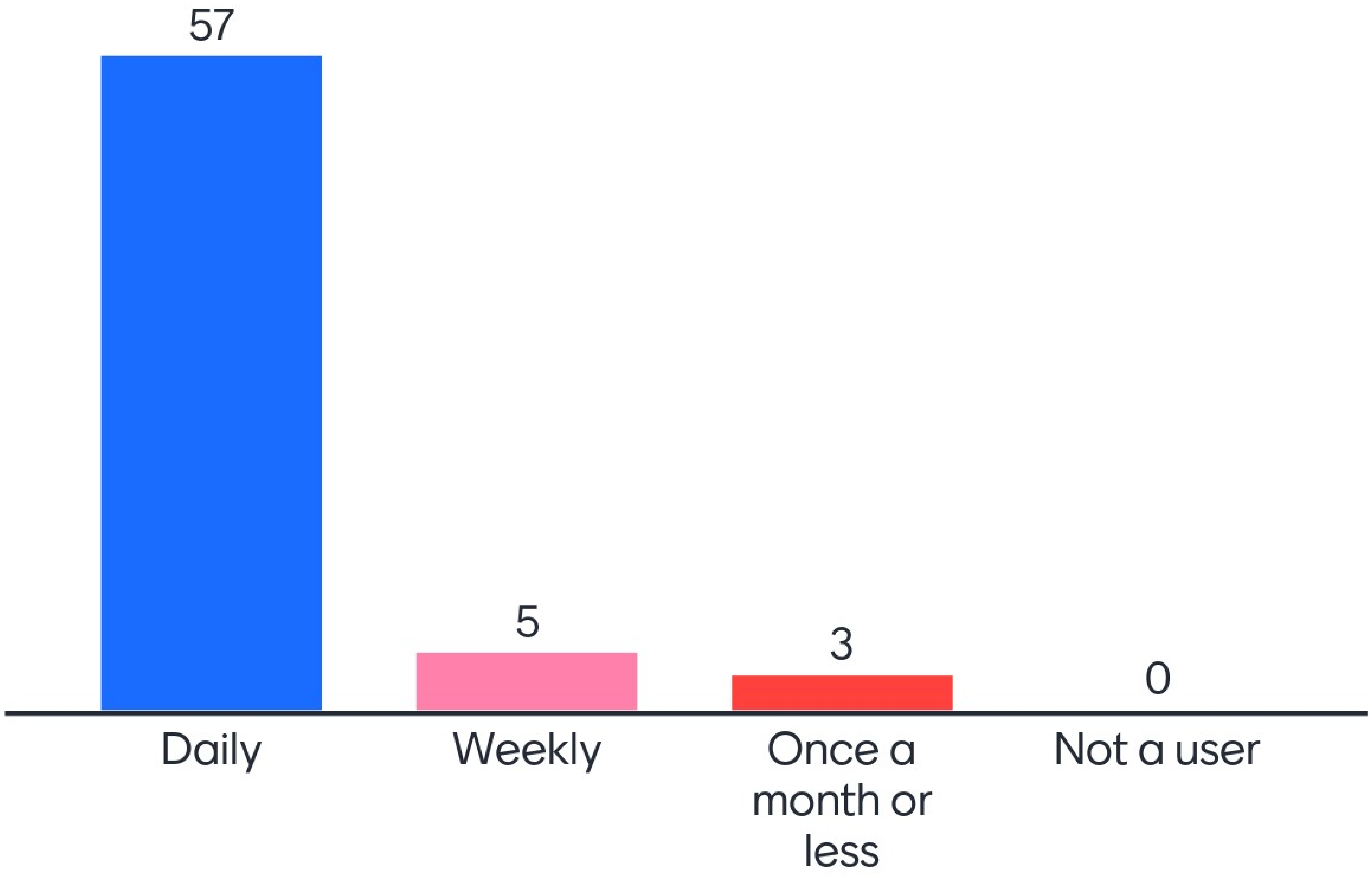
What type of user are you?

Mentimeter



How often do you use SERFF?



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Reporting

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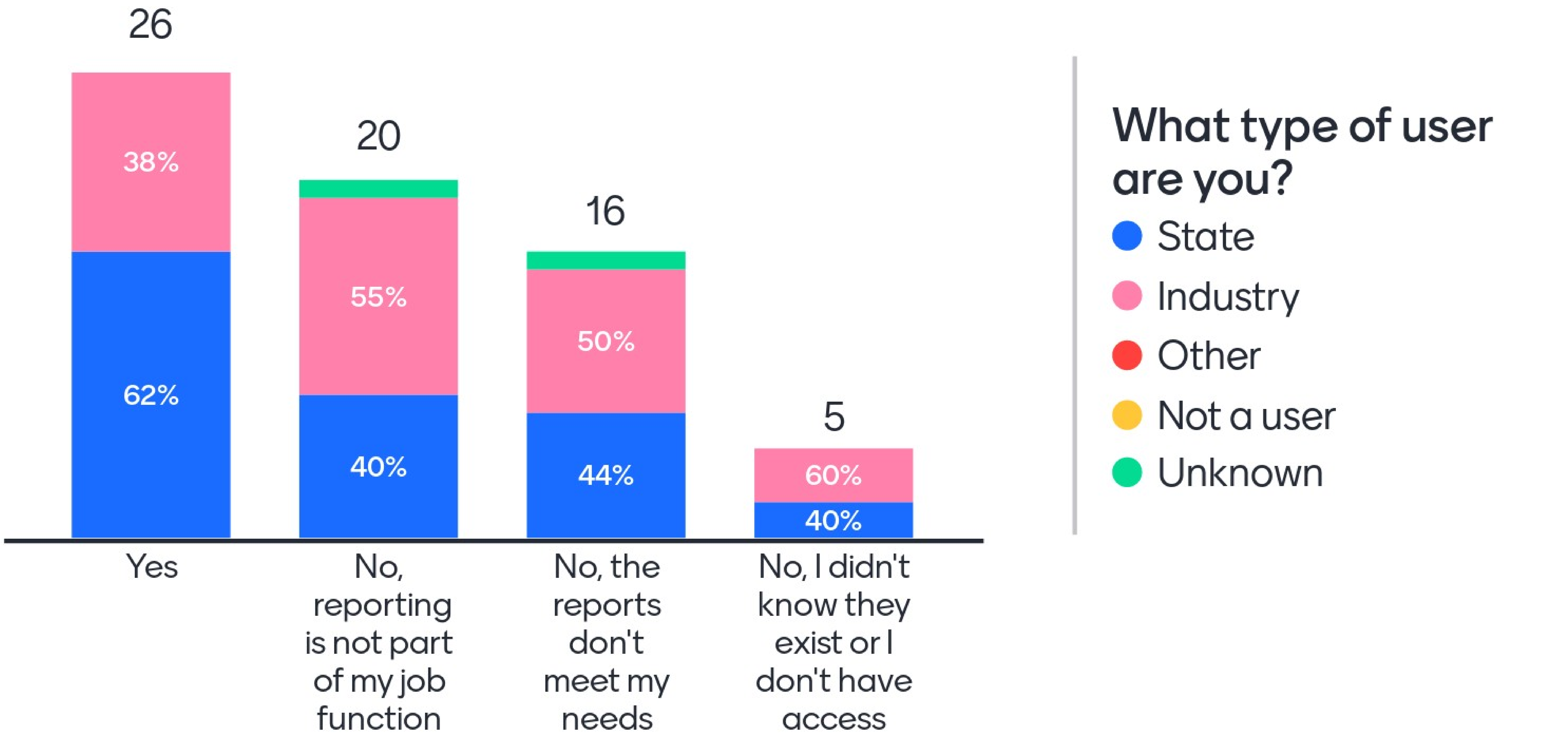
Do you use the canned reports? If not, why?

Mentimeter



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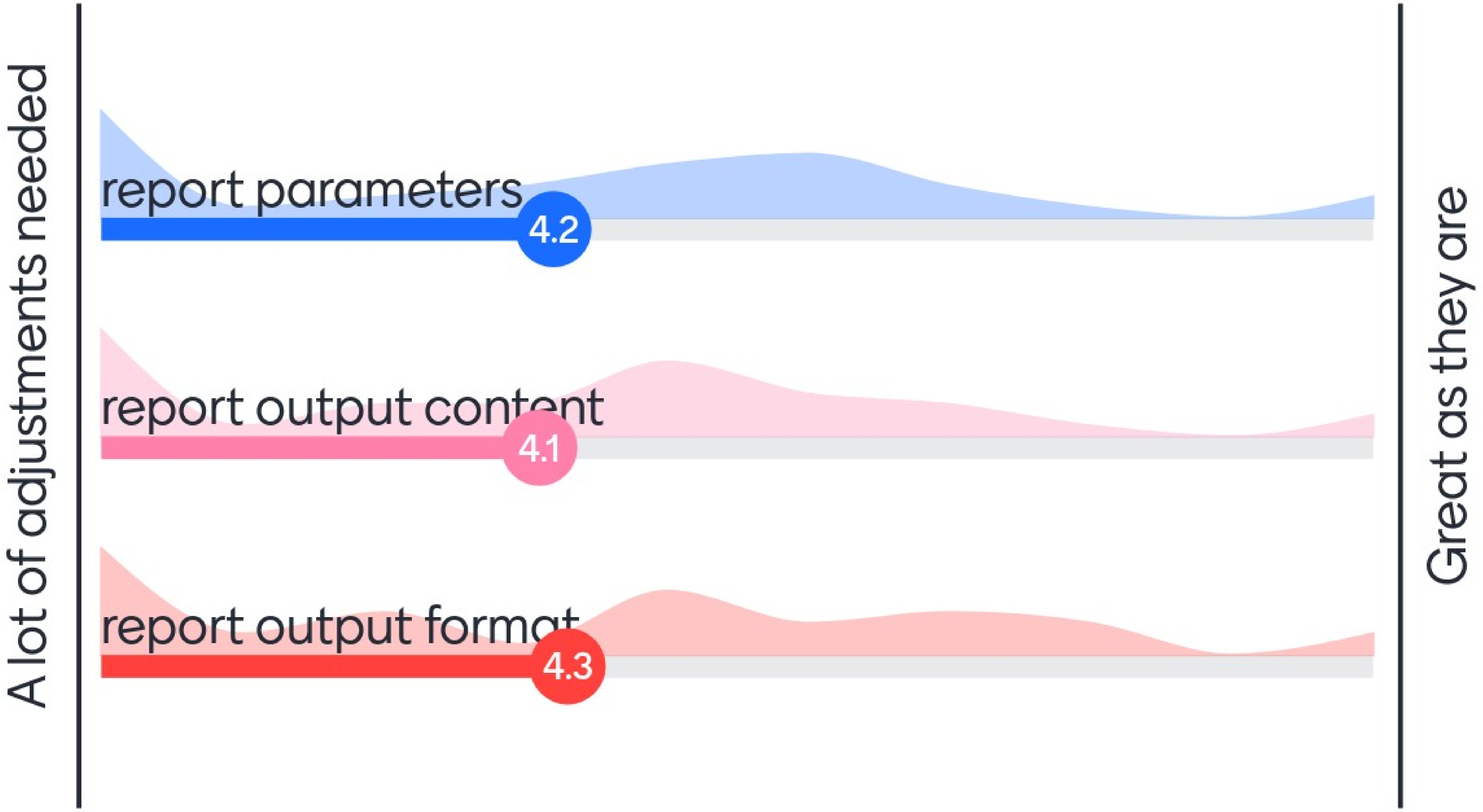
If you use the canned reports, how well do they meet your needs?

Mentimeter



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How could the canned reports be improved?

Mentimeter

N/A	n/a	N/A
n/a	no changes needed	N/A
Create new reports	n/a	I don't use canned reports.

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How could the canned reports be improved?

Mentimeter

Better formatting options.

Every parameter possible.

N/A

N/A

More flexibility to tailor them to our individual needs.

Offer search on forms OR rates/rules.

Only use the EFT report. Currently works as needed.

Better formatting needed

remove extra rows and columns that make it more difficult to sort and filter.

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How could the canned reports be improved?

Mentimeter

More precision on review time

EFT Report is pretty good

Better descriptions of report

Have the option to select data elements like the export but the format to be in a better format

Improve ability to change parameters of the report to data needs

Adding more search parameters

A coworker needed a report for all filings assigned to him, not just as primary reviewer.

more parameters to search by

Ability to Control + Select specific users

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How could the canned reports be improved?

Mentimeter

Flexibility to tailor them to your needs. To be able to add additional fields to the reports.

more parameters, more reports, ability to customize the reports

Add more parameters.

You will need to contact the Director David Martinez for his input on this.

Make the reports based of SERFF status changes, not state status changes. Not all states change the status of a filing when the SERFF status is changed.

More searching parameters

n/a

Choose which columns are displayed in reports.

The Excel report should be formatted for sorting, not formatted exactly like the PDF report.

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How could the canned reports be improved?

Mentimeter

Select different filing types; different users (not all or one), need options to be more flexible with different searching needs, ability to customize and reformat

Excel formatting of these reports makes them almost unusable. The excel formatting should be rethought to minimize the need for reformatting.

+1 on the excel limitations

Choose which columns are needed for each report.

Variable/Adjustable turnaround timeframes

Allow me to pick the fields I want to add to the report. Make the headers on the downloadable excel files more import friendly - i.e. don't make me do all sorts of cleaning in order to use the downloadable Excel file in another program (e.g. Tableau)

have more reporting options

Ability to select fields for the report.

Sent examples to Bridget

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How could the canned reports be improved?

Mentimeter

More flexibility in setting criteria most important. Some of the reports get us part of the way there for what we need, but can't customize so we end up having to use more manual processes to get what we need.

It would be helpful if the count of objection letters could be provided per filing and not per insurer.

They could provide counts of objection letters sent per filing and not per insurer.

The canned reports to do filter out information if a state allows multiple carriers per filing.For example, a filing that has 3 companies, a SERFF search states that 3 objection letters were sent when in fact only one was sent.

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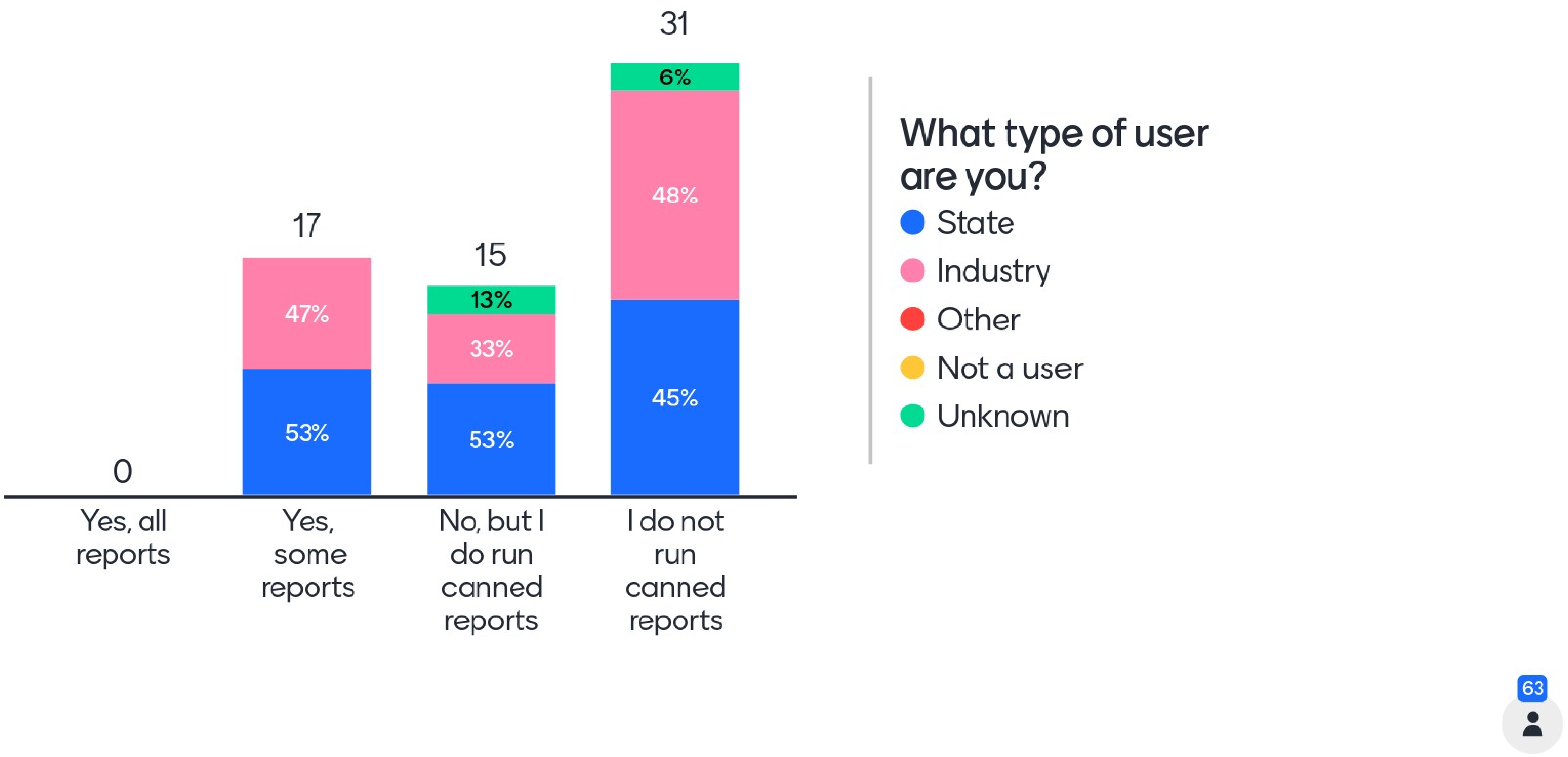
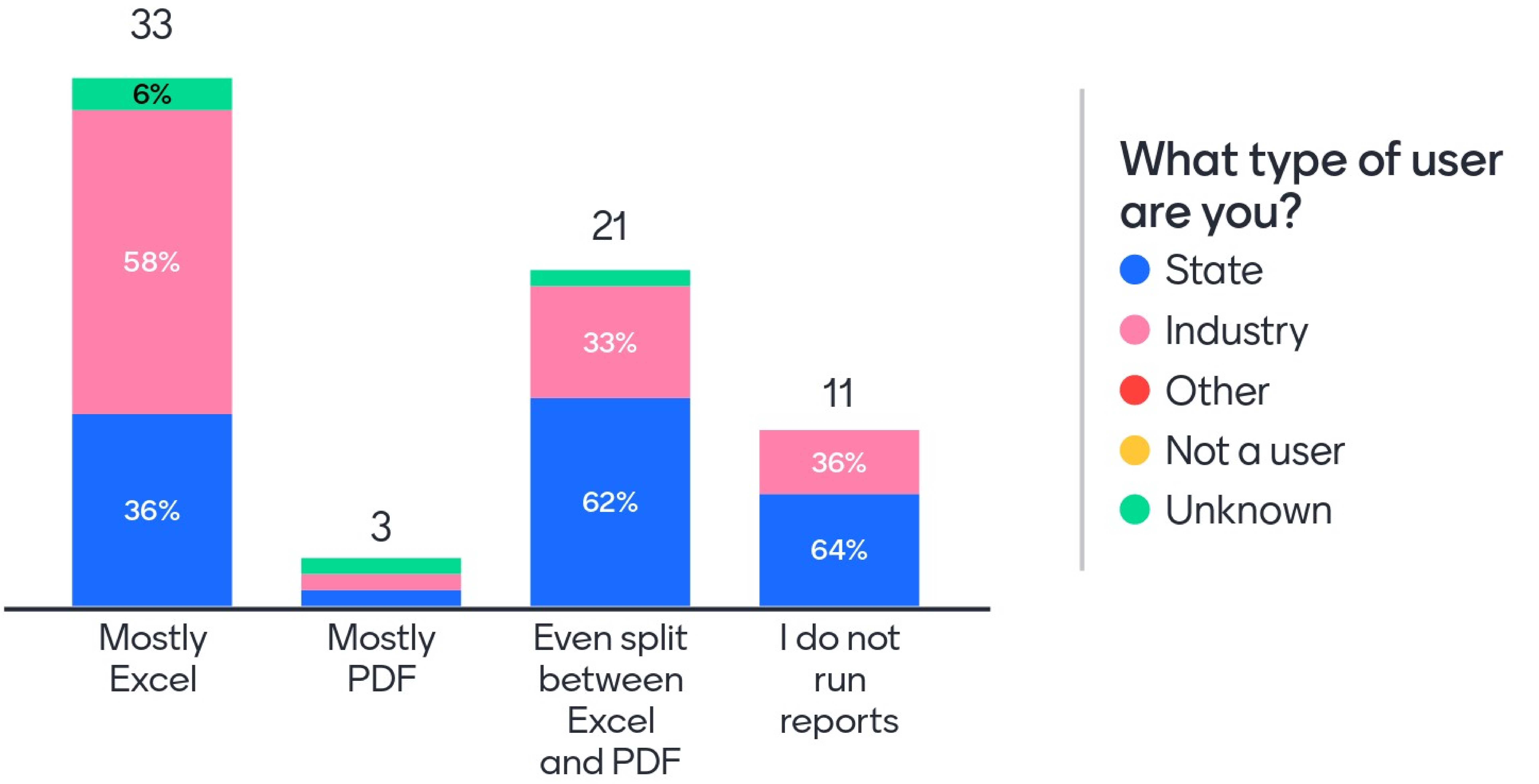
Do you run any canned reports on a regular schedule?



What is your preferred file format for reports?

Mentimeter



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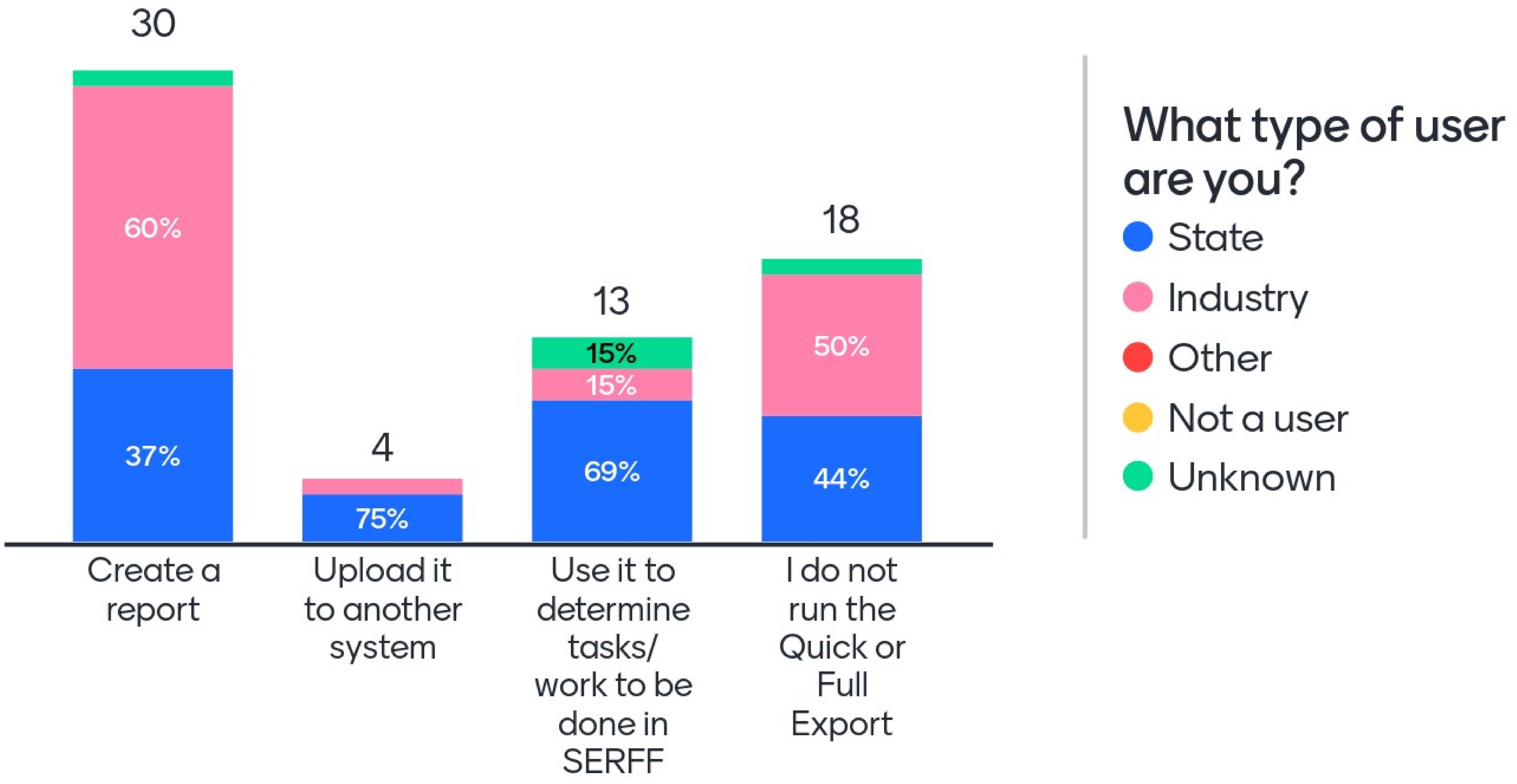
If you run the Quick or Full Export, what do you do with that?

Mentimeter



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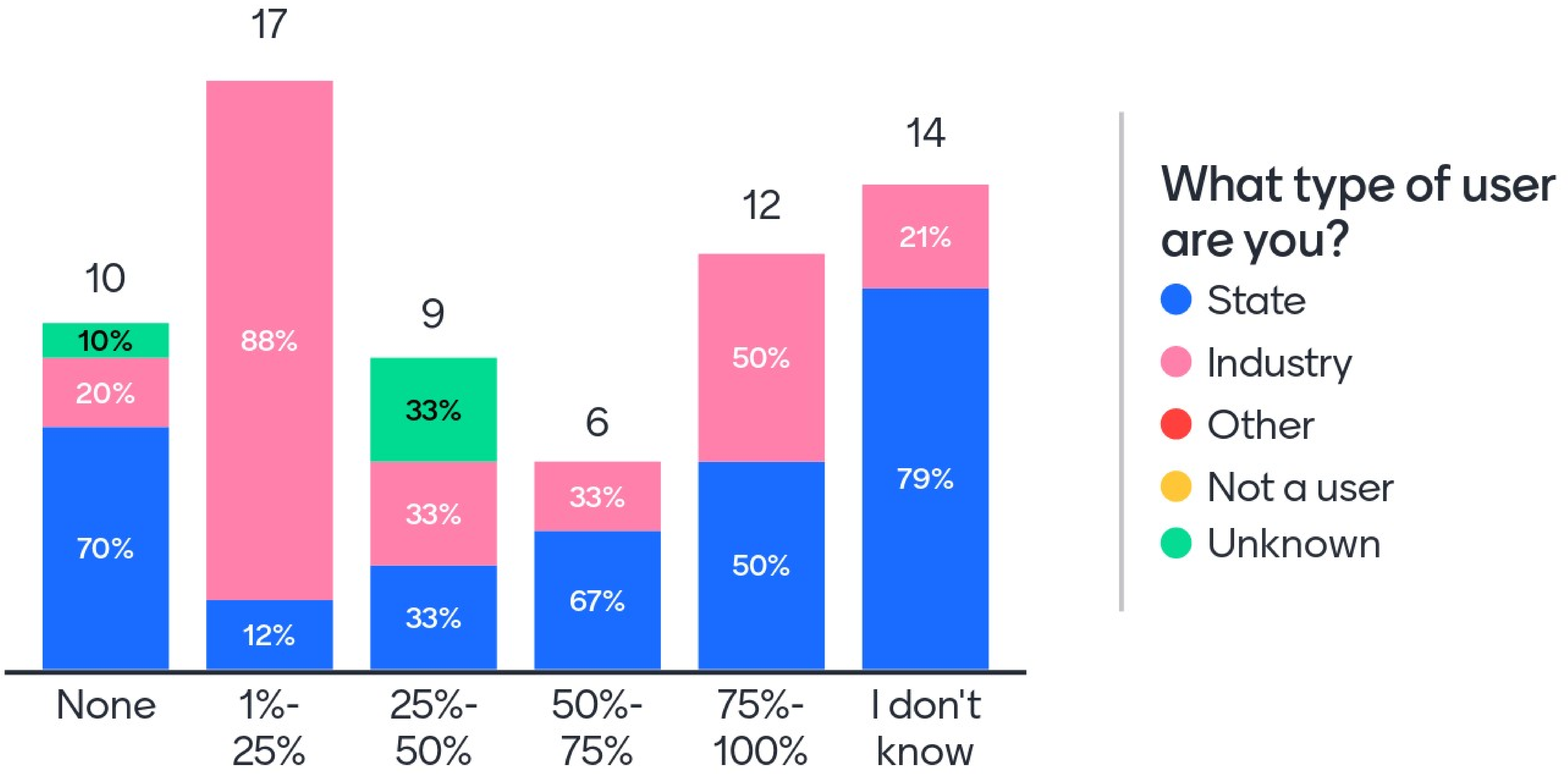
Flesch Readability Score

What percentage of documents submitted in SERFF require a readability score?



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What tool do you use to calculate readability scores?

Mentimeter

Microsoft Word	N/A	Word
N/A	Word	n/a
Word	third party website	dont know

55

What tool do you use to calculate readability scores?

datayze or word	Microsoft Word	None
N/A	N/A	N/A
Microsoft Word	Don't know	Word

55

What tool do you use to calculate readability scores?

Mentimeter

Mozart	Flesch Scoring	Microsoft Word
MS Word, Handscoring, and Online readability tools.	Microsoft Word	Microsoft Word, various websites
Microsoft Word	None, companies provide information within the filings.	word

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What tool do you use to calculate readability scores?

Mentimeter

Readable.com	Filers provide the scores in SERFF filings.	Microsoft Word
IDK	https://datayze.com/readability-analyzer.php	Readability function in WORD
Not sure.	third party website	MS Word

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What tool do you use to calculate readability scores?

Mentimeter

Microsoft Word

Third party website.

word

StoryToolz

We don't calculate the score. We accept the information provided by the company.

A 3rd party website

datyayze or 3rd party site

Third party software

ISO's Mozart

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What tool do you use to calculate readability scores?

Mentimeter

Don't know.

We do not calculate readability score, which is provided by the Industry.

Not sure.

online tools - readibility.com, datayze.com

Microsoft Word

Unkown/ something to do with medical terms thruout the document.

companies have to provide. we don't have a way to determine. They submit PDF forms.

I'm not sure what tool is used by industry but industry completes a certification form along with entering it into SERFF.

Industry provides and certifies

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What tool do you use to calculate readability scores?

Not sure

Readable

I think the contract analysts may use something in Word.

Word but have to remove some of the headers etc based on how to handle readability. It would be great for the DOI's to agree on 1 or 2 tools to be used. Industry would appreciate it !

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