

# SERFF Product Steering Committee Meeting

Wednesday, July 19

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# Roll Call

- Roll was called for current PSC members
- Interested parties who called in and wish their attendance to be recorded can email [lbandle@naic.org](mailto:lbandle@naic.org)

# SERFF Modernization Progress Updates

# Phase 1 & Phase 2

- Phase 1
  - The new advanced filing search page has been rolled out to all users!
- Phase 2
  - We are in the process of rolling out the Tableau Dashboards to all of the States by the upcoming National Meeting.
  - We are also onboarding some new staff members so we can start making small, frequent changes to the dashboards as we receive feedback from users.

# Phase 3.1 - Interstate Compact

- In Progress Work:
  - Task Management
  - Alerts
  - Landing Page Dashboards
  - Minor enhancements & defect corrections
- Preparing for Quarterly Planning

# 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 @ the National Meeting

- Summer National Meeting - Seattle, WA - August 12-16
- Project Update Sessions:
  - Sunday, August 13 - 9:00-10:00am
  - Monday, August 14 - 8:00-9:00am
- Table Topics Session: Sunday - 4:00-5:00pm
  - Opportunity to collaborate with peers and provide feedback on topics including Rate Review, Product Review, Search, Management Reporting, and External Job Aids



# SERFF Modernization Engagement Activity

- Used online tool - Menti
- About 100 PSC attendees participated
- Main topics covered: Wishlist Items and Future Topic Requests
- Questions from the activity are on page 10
- Results from the Menti Activity start on page 12
- **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](mailto:lbandle@naic.org)) and Bridget ([bkieras@naic.org](mailto:bkieras@naic.org))**
  - Please include what type of SERFF user you are (state, industry, or other) and how frequently you use SERFF (daily, weekly, once a month or less) with your answers.

# Wishlist Items & Future Topics

## Questions:

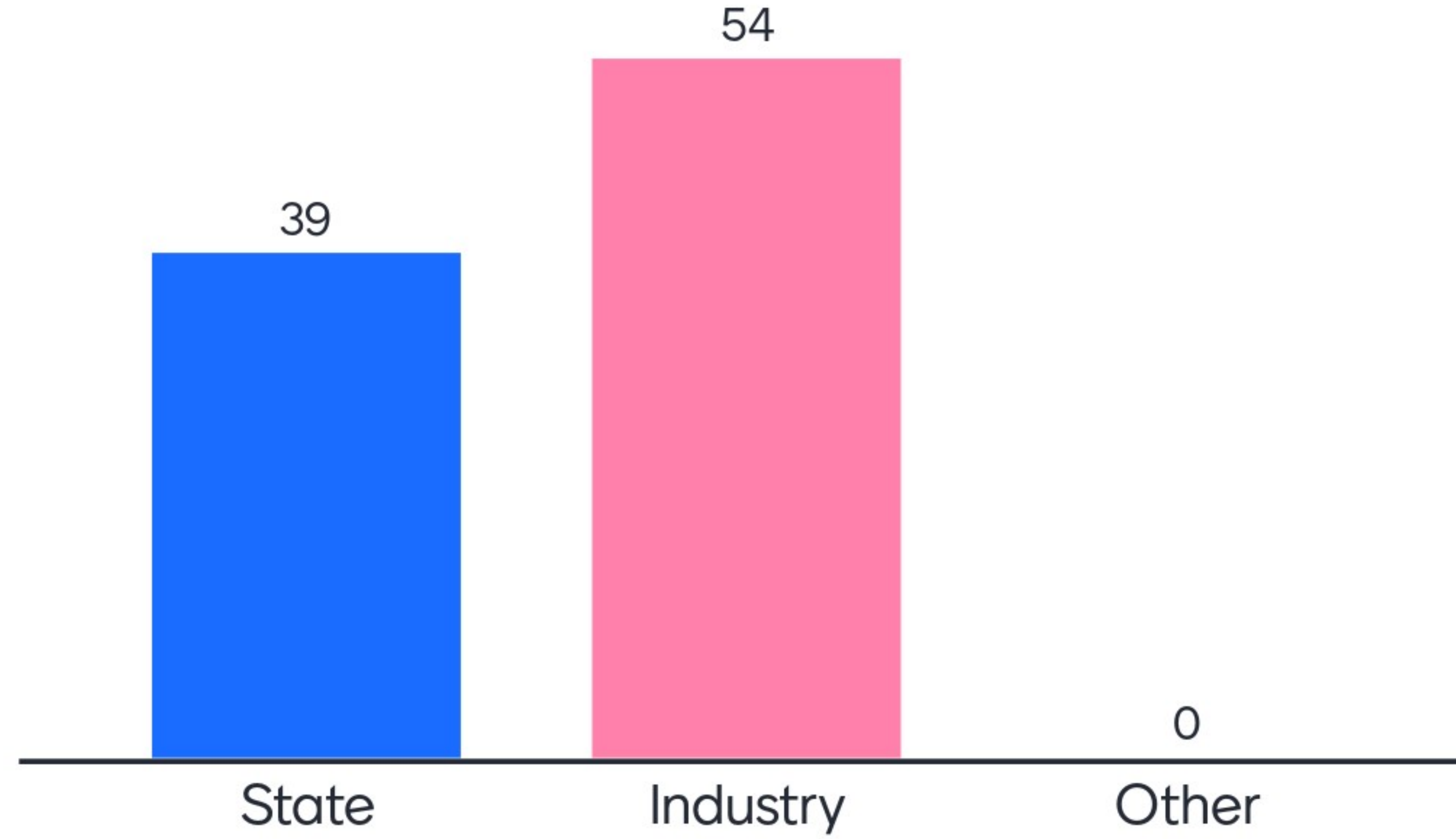
- Now that you have started to see some of the in-progress development, what changes or ideas would you like added to the feature wishlist?
- What features or topics related to the project would you like to hear more about in future updates?

# 2023 Call Dates

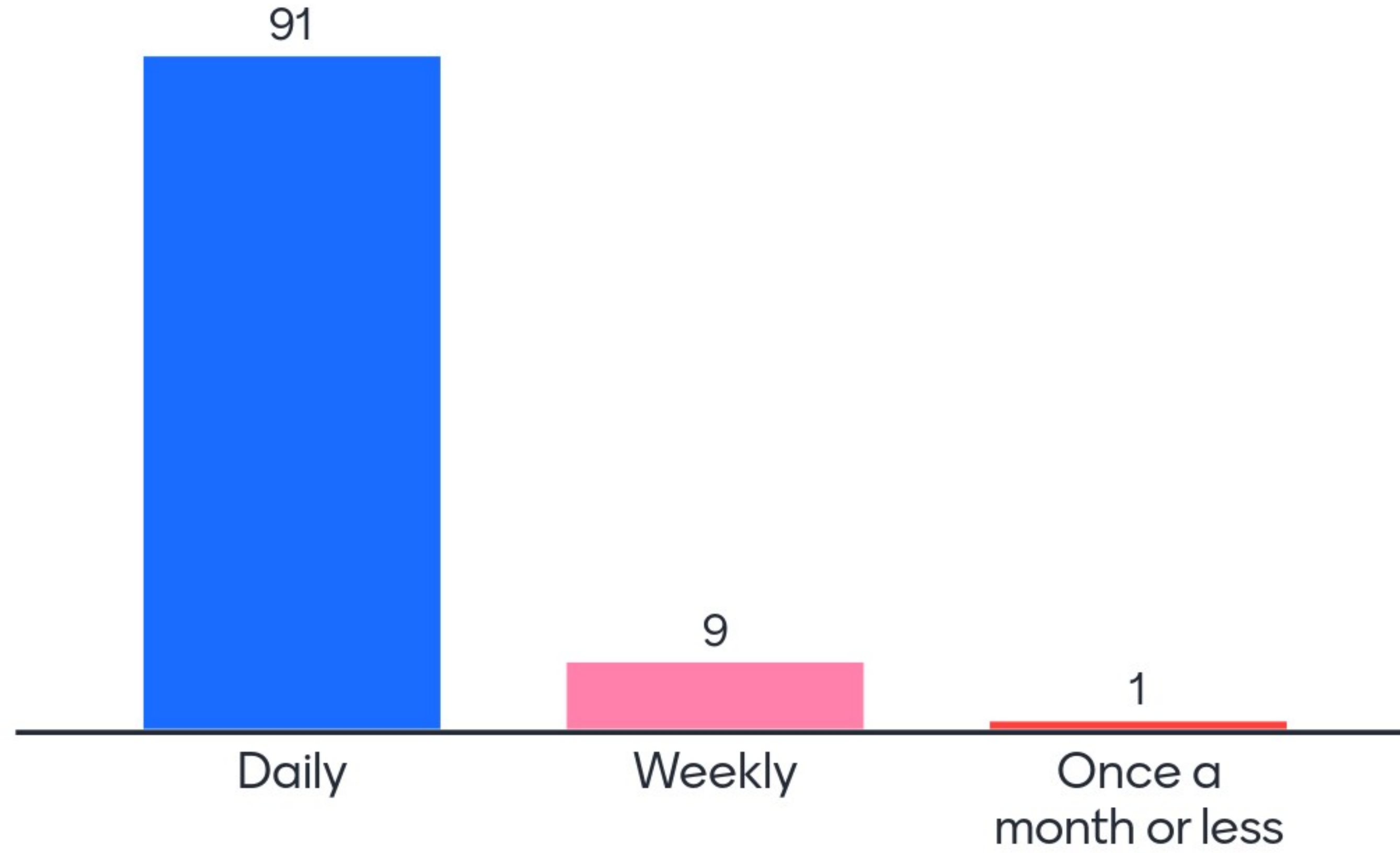
- August 23
- September 20
- October 18
- November 15
- December 13

# July SERFF PSC

# What type of user are you?



# How often do you use SERFF?



# Are there any new wishlist ideas?

85 Responses

Color coding for deemer date prioritization

N/A

Pop ups for respond by dates due

N/A

N/A

n/a

Contact information of the State Reviewers assigned to filings

n/a

Compare documents between 2 different filings.



# Are there any new wishlist ideas?

85 Responses

I'd love access to the data source for making my own Tableau dashboards from that data

Cloning for multiple instances

In a long list of filings (open, search, etc) can you change the color of a filing entry that has already been viewed?

A way to have objections remain until there is a "resolved" field selected.

N/A

Any consideration in increasing the max file size cap past 10 MB's? Thank you!

n/a

Project name in the filings submitted dashboard.

display open objection due dates



# Are there any new wishlist ideas?

85 Responses

Maybe a way to opt out of alerts that don't apply to our book of business (ie: PPACA stuff, health in general, etc.)

n/a

1. Clone filing capability  
2. Multiple state set up for filings  
I am new to these meetings, and I'm not sure if these items have been discussed.

No

Auto Populate Effective Dates in disposition with requested dates.

being able to save the sort settings on the open filings/workfolder screen

Increase the amount of characters in the State Filing Description field.

email notification of SERFF Objection responses

The ability to copy a previous Objection Letter without having to create another objection letter, requesting the same information again.

# Are there any new wishlist ideas?

85 Responses

Ability to clone a paper filing.

Out of Office notifications for filers/reviewers

Compare documents from separate filings.

May be a repeat, but include the Due Date for DOI  
Objections on the Message Dashboard....

Leave the TOI/SubTOI field stay for amending searches.  
Each time you go off of the field you have to select it again

No

easy search options, longer time before time out

Push notifications to users email on filing  
approval/objections instead of logging in so much.

Reviewer's contact information listed in filing.

# Are there any new wishlist ideas?

85 Responses

Fee error pop-ups for under or overpayments

Can we get automatic messages when states have updated their items (such as filing rules or instructions)? As of now, I think the alerts only go out if the state sends it but not all states send them

Ability to target SERFF blasts to specific sub-set of companies

Ability to add a comment next to an item that needs close review when doing a pre-review

I will take this question back to my team.

Larger font size

automatic fee calculations

Ability to use bold and italics, particularly in objection responses.

reminders regarding approaching effective dates for filings still under review

# Are there any new wishlist ideas?

85 Responses

allow state (with company permission) or company to modify the TOI and/or filing type after submission

Any external notification mechanisms planned, customizable alerts via email and/or SMS?

It would be nice to see Filing Type as an option on the Advanced Search screen

clone paper filing or add template to paper filing

Sort filing searches by filing type (rate or form or rule).

ability to upload tables in objection response area

Add edition date or version to the rate/rule schedule tab

Push notifications, Clone state specific tab and filing fees

More contact information for filer who actually submitted the filer or created the filing or replied to amendment requests.

# Are there any new wishlist ideas?

85 Responses

Have a live chat button for questions when regulator and industry are on line

Love document search with availability to search for text in attachments. Even better would be opportunity to do searches on the text of state objs or industry responses

Can we get an easy way to export state objections? We'd like to build a database of state objections that are received

Push notifications of activity.Auto fee calculations.

Specific state requirements loaded

Any thoughts on whether the new system will allow states to sort and list industry responses by date submitted?

ability to modify TOI post submission

ability to update filing description on multiple draft filings at once

ability to search prior objections by state/product/topic

# Are there any new wishlist ideas?

85 Responses

Change the order of forms in the form schedule after submission. Have wanted to insert forms close to the associated forms instead of at the end.

Being able to choose what you see in your views in the different folders (workfolder, open filings, intake)

Ability of all users to view all filings even when they aren't listed as an Author.

contact information of examiner. SERFF notes are not always responded to.

Ability to download PDF state required exhibits in word and excel

Stop timeout if you're actively working a filing (sometimes we're in one document for a while and end up dealing with timeouts)

data exports

How we can leverage the data for our own visualizations and reports

Use of AI by state reviewers

# Are there any new wishlist ideas?

85 Responses

AI usage

Is there a document with effective dates for SERFF  
Modernization tools

Expanded information on what updates are being made  
and how to use them.

Types of new reports that will be available

more controls of name of product to correlate to multiple  
products used by industry under one TOI

Leveraging the data to make our own dashboards and  
reports

tableau dashboards information

Are you on target to have the full roll out for P&C at the end  
of 2024?

best practices that you discovered in development for  
streamlining the process?

# Are there any new wishlist ideas?

85 Responses

Demo on new items/enhancements in SERFF

Is there a chance that an "out of office" notification can be added to SERFF?

more granularity on the rate changes for underlying coverages ie for PPA BI, PD, Comp and for HO fire, liability etc.

Will the tableu feature impacts the industry?



# What features or topics would you like to hear more about?

25 Responses

exporting and reports

The use of AI tools in the SERFF filing process and DOI review process.

Where do wishlist items go and do you have a timeline for addressing them?

Use of an Edition Date field for Life, Health, and Annuities Form filings

What is the time frame for updates

x

I would like to hear more about the tableau dashboards.

X

I will ask my team.

# What features or topics would you like to hear more about?

25 Responses

Verification of state specific forms and/or checklists

Visual examples of the new look and vibe of SERFF once deployed

A timeline for any upcoming trainings on new features/enhancements

Will the changes have any impact on the pdf pipeline?

will data export and API connectivity be included or would there be a cost associated with that?

More info on Tableau dashboards

The current status of the new SERFF application rollout.

SERFF Correspondence - process may change with the way SERFF is being modernized.

retaliatory fees

# What features or topics would you like to hear more about?

25 Responses

Will the Create Paper Filing feature be impacted?

More on the dashboard.

info on user setups and maintenance

Could the state fee information be listed with in a filing for each state on the eft tab?

updates on filing fee calculator

Any thoughts around building a standing platform feedback mechanism into the new SERFF platform?

visual examples of new serff look