SERFF Product Steering Committee Meeting

Wednesday, March 13

NAIC NATIONAL ASSOCIATION OF INSURANCE COMMISSIONERS

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Meeting Recording Link: Webex meeting recording: https://naic.webex.com/naic/ldr.php?RCID=31a4923ddb934f4a2e055948ccbce4d5

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

SERFF Modernization Project Updates

Phase 3.1 - Interstate Compact

- In Progress Work:
  - Filing Review workflow
  - External Notes
  - Amendments
  - Public Access
  - Labels
  - User Management
  - Compact Registration

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**

Demo Overview

- Meeting Recording Link: https://naic.webex.com/naic/ldr.php?RCID=31a4923ddb934f4a2e055948ccbce4d5
- Demo timestamp: 10:10-48:26

Features:
- Compact Filing Wizard
- Company Licensing Check
- Business Rules Validation
- Pre-Submission Check
- Form Schedule AI Workflow
- Filing Fees
- Filing Submission
- Compliance Issues and Compliance Reports
- Internal Filing Notes
- Dashboard Customization
- Task Management

Demo Q&A pt. 1

These are the questions that were not answered during the meeting

- Q: Can reviewers just create a compliance report rather than compliance issues/add attachments to compliance issues or reports?
  - A: We are building the compliance workflow to support AI, automation, and reporting capabilities eventually. We will need to evaluate how these requests will interact with these features.
- Q: Will the individual that is assigned the task receive email notifications that they have a task assigned?
  - A: Yes, if they have email notifications enabled.
- Q: Will the EFT report be the same?
  - A: We will have a version of the EFT report and you will be able to customize it.
- Q: Will the dashboard customizations save after they are set?
  - A: Yes, they will save.

- Q: Will it be possible for all users to create filing labels and/or quick text, rather than just administrative type users?
  - A: We will put some settings in place so you can control who can create filing labels and quick text.
- Q: Do we have to re-create our compliance issue text?
  - A: No, we will be migrating your current quick text.
- Q: Will the SERFF Retention Tab and process change?
  - A: We haven't dug into that workflow yet since the Compact does not use the data retention feature.
- Q: Who is an industry task assigned to?
  - A: By default, the task will be assigned to the filing contact, which is now a SERFF user. However, we are working through options for companies that handle their work assignment differently.

Demo Q&A pt. 2

These are the questions that were not answered during the meeting

- Q: Does the dashboard view let you see multiple instances on one dashboard?
  - A: Right now, it just shows one instance at a time. We understand some users would like to see data across instances, so we are working through those requirements.
- Q: Can we add tables to filing description?
  - A: I don't believe tables are included in the richtext formatting we have implemented. If anyone has examples of table content they would add to the filing description, please send them to us.
- Q: If a state public records law requires that internal notes be made public, can a state set that option for a filing?
  - A: Yes, that will be an option.

- Q: When will the reporting capabilities be available for P&C?
  - A: Tableau Dashboards are available now. The reporting in the new system will be available when P&C goes live.
- Q: Do you have more information about upcoming training?
  - A: We are still designing the details of our training strategy.
- Q: Will everyone be going live at the same time, or will it be staggered?
  - A: We will be rolling out by business type (Compact, Life, P&C, Health), so everyone in that business type will go live at the same time.

SERFF Modernization Contact Info

- **To request access to the Tableau Dashboards**
  - Email: serffuat@naic.org
- **For any questions, feedback, wishlist items, etc. related to the SERFF Modernization Project**
  - Email: serffmodernizationquestions@naic.org
- **SERFF Modernization Project Website**
  - https://serff.com/serff_modernization.htm

SERFF Modernization Engagement Activity

- Used online tool – Menti
- About 190 PSC attendees participated
- Main topics covered: SERFF Demo
- **Questions from the activity:**
  - From what you saw in the demo, what are you excited about?
  - From what you saw in the demo, what are you nervous about?
- 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)**
  - 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.

2024 Call Dates – Wednesdays 12:30-2pm CT

- April 10
- May 8
- June 26
- July 24
- August 28

- September 25
- October 23
- November 13
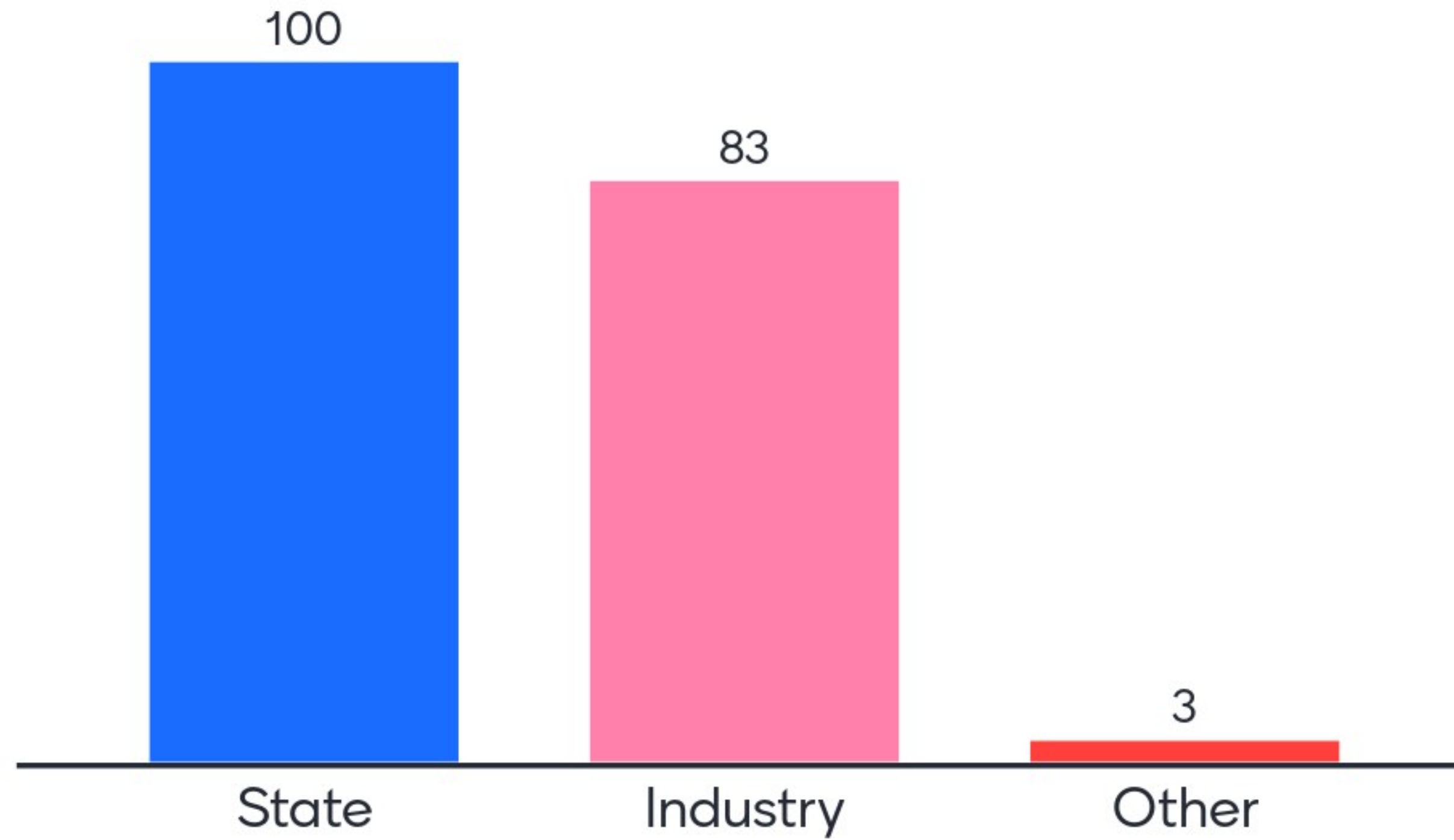- December 11

March SERFF PSC

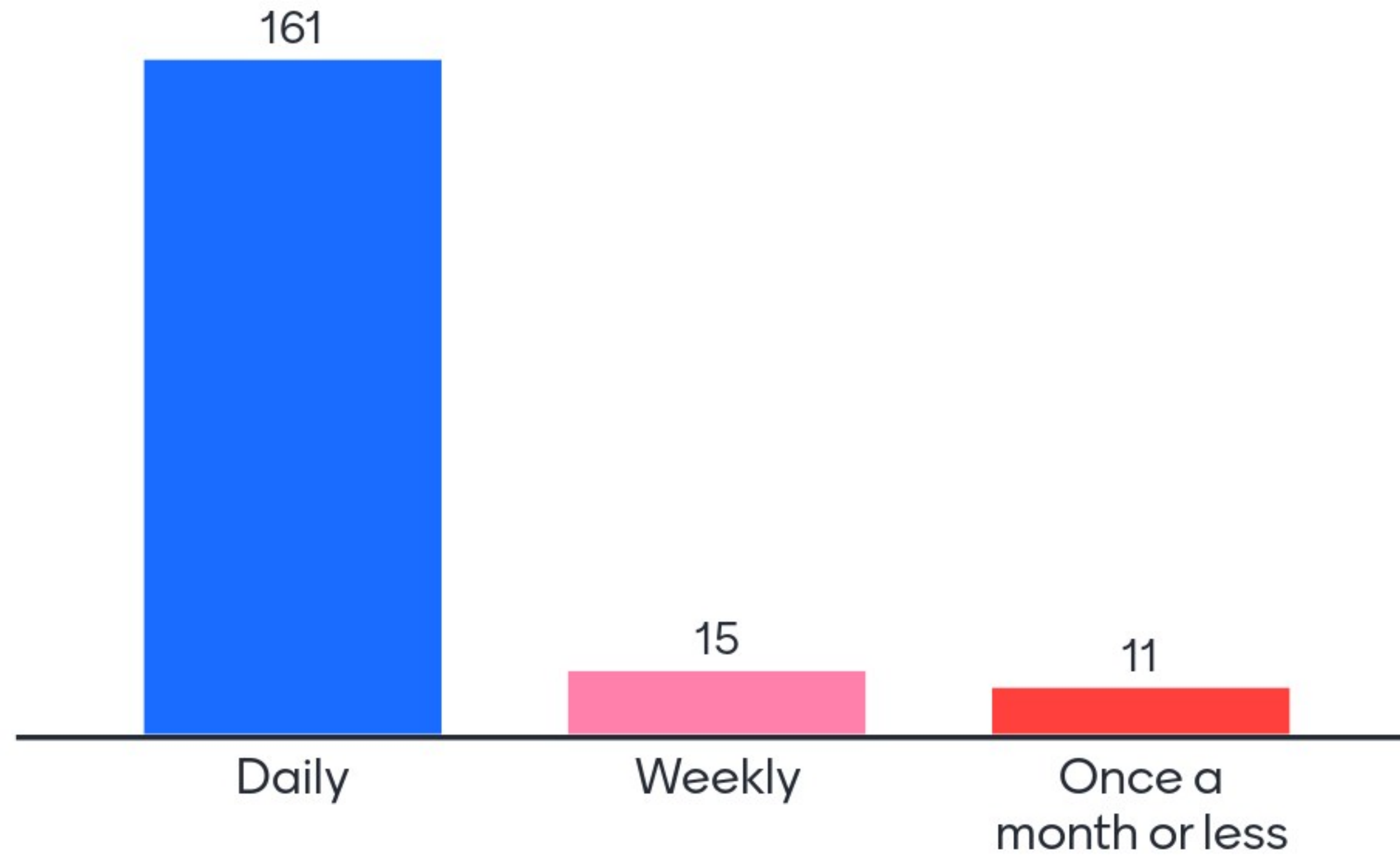Go to

www.menti.com

Enter the code

7461 9736

Or use QR code

What are you excited about?

To see what's new.	Learning about the new portal and hoping to be in a Focus Group.	Being able to use the new Serff system for P&C filings.	Zzzz
Qqqq	Qqq	Qqqqq	Using a new and smoother platform.

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What are you excited about?

Learning a new workflow. Having new customizations to speed up the approval for market process.

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how about if our filing is in expedited queue?

Seeing the demo

Ability to format the filing description is great.

Checking authorities

Everything!!!! All of the auto generated fields.

clean interactive interface. Forms upload and identification functionality

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What are you excited about?

The ability to assign tasks to specific teams or individuals.A.I. piece - The system will have the capability to validate the form number, form type, and form name during the submission process.

SERFF

Faster review process

Notes will be great

all of it!

not having to re-object to something that wasn't satisfied

For compliance issues will the drop down options automatically filter out the ones that don't apply to the filing (i.e. rate items on a filing with just forms)

will the export/quick export feature still exist?

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What are you excited about?

more demos	All of it!	The efficiencies that will be gained.	the dashboard
All of it!	Issuing less objections.	Rich text!	All of it

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What are you excited about?

The Dashboard	Reporting Capabilities. Changing TOI	AI integrated into the application.	Gaining Efficiencies so filing can be faster
Easier to use platform. Dashboard and stats on filings.	Superior options for formatting / structuring of text.	Reviews being completed faster / more efficient	Having a modernized way to view information on filings without having to flip through as many tabs

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What are you excited about?

email

Modernization!

All of it! It looks great and going to add to work flow.

Being able to upload forms in bulk

Fewer Clicks.

overall upgrades, efficiency in the filing setup

Efficiencies

The automation of the filing preparation.

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What are you excited about?

Ability to link an objection to a specific company response

Making the process more efficient and easier to understand

The whole system. Uploading multiple forms at one time.

New functionality, an updated look and more efficient processes!

The enhancements should cut down on errors and increase approval times

The AI technology

Adding and deleting states on Compact filings after the draft has been setup.

Multiple pdf's being uploaded at one time!

What are you excited about?

email	More user friendly, ability to format text. Great job! :)	Alerts and warnings	Uploading multiple documents at the same time.
The Dashboard and being able to customize	FIlings will have fewer process errors due to the warnings	Being able to format the filing description.	Formatting correspondence

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What are you excited about?

being able to see information you want to see

Being able to select multiple PDFs and upload all in one step. It looks great!

Dashboard reports, more efficiency, email notifications, better platform, sooooo much.

A lot to take in, but looks like there are some really great improvements and flexibility to many functions.

form names and numbers being auto populated

Excited about change! The system seems to be very user friendly and I'm excited about the release and all of the information provided ahead of time

new features and reporting

objections stretching out forever if they can be submitted one by one to the filer

8   57

What are you excited about?

Will really need to be supported by good in-depth training and some kind of communication resource for people to ask questions if they don't understand something in the training or starting to use.

Fantastic job Lauren - looking forward to further demos!!!

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What are you nervous about?

Everything

n/a

Change

Qqqqqq

Messing up and not being able to correct it.

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nothing

Helping others getting up to speed with an entirely new system.

2

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What are you nervous about?

Grasping the volume of changes with the new system.

Ddddd

Nothing.

Nothing at this time.

Nothing

Nothing yet.

It always takes me time to learn new systems, but I'll get it.!

Learning curve

2

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What are you nervous about?

Learning a whole new system

the timeline extending longer than expected

Character limits on objection fields; I hope that they can be removed.

Lots of change...in a good way....lots to learn.

Learning the new system well enough to explain to others

Fees calculation accuracy...

Potentially losing Cloning feature (I know you said you are looking at it for a future release so hopefully that happens for sure by P&C release)

getting used to the new format.

2

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What are you nervous about?

That we'll lose some of the features that make it more efficient for our large team to operate seamlessly.

Extracting organized filing data from the new system

Teaching coworkers how to use the program

The actual set up of the state specific business rules, because we currently do not have a lot of checklists ready to be set up as rules in SERFF.

stability/lag

all our/us experienced filers - and the ability to quickly adjust to the new format

SERFF Stability and bugs / repair outages

Training staff

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What are you nervous about?

training for other staff	Losing current templates	crashing	Getting my team trained.
No tutorials available at roll out	training other staff members	Not being able to see the current SERFF filings in the new environment	not having a central message center

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What are you nervous about?

As long as we have adequate training, we should be good.

Learning the new system.

Potential efficiencies lost.

Transition of old filings into the new system and ability to keep all old filing records.

Compliance Issue process

Bugs that might not be present in the beta system that might appear in the live system.

implementation process and using two systems at once

Performance (ie waiting for the spinny icon)

2

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What are you nervous about?

Cloning

Transition within our state. We are a single state user. Hoping a lot of the bugs will be worked out before P&C.

Having dual systems to work with.

Finding out something we find useful today is no longer an option. I don't have specifics that I know of now, but that is always a concern with enhancements.

The learning curve!

"pretty" rich text fields that are difficult to read

Fields that we can't alter and need to

Nothing really!! That's because you guys kept us in the know!

2

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What are you nervous about?

Not getting to use this before I retire!

Extra clicks for each compliance issue.

Transitioning older filing information into the new system

Not nervous..excited

Info from current system not being available in new system.New search feature is not working.

loosing export/quick export. Trouble toggling between looking at told filings and the current one

Potentially losing the cloning feature. That would cause big delays in multistate filing submissions.

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