

Providing flexibility, promoting uniformity

## The Insider

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### WELCOME NEW PSC MEMBERS!

The SERFF Board recently filled several vacant seats on the SERFF Product Steering Committee. The SERFF team is looking forward to working with these new PSC members:

Anthony Bonner (New York)  
Charlie Rapacciuolo (IIPRC)  
Sue Ezalarab (Wisconsin)  
Char Libby (Progressive)  
Cheryl Broughton (John Hancock)  
Dave Logan (The Hartford)

The SERFF Board and the SERFF staff would also like to take this opportunity to thank the following outgoing PSC members:

Maureen Hartsmith (New Hampshire)  
Tammy Vance (Oregon)  
Val Baader (Ohio)  
Jim Meyer (American Family)  
Lucinda Woods (Liberty Mutual)  
Sue Eckler Kerns (Prudential)

Are you interested in being part of the group that drives enhancements to SERFF? Just email [serffhelp@naic.org](mailto:serffhelp@naic.org) to be added to the PSC interested parties list.

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**An enormous SERFF congratulations is due HAWAII who has implemented ALL MAJOR LINES in SERFF. They did so in conjunction with implementing the Product Coding Matrix. Now all filings can be SERFFed to Hawaii! Way to go Hawaii! We are all excited to be able to SERFF on your sunny shores!**

### EVERYBODY LOVES EFT

Over 2,400 companies have taken advantage of Electronic Funds Transfer (EFT). Is your company one of them?

In 2002, the NAIC launched EFT as a Speed to Market initiative designed to save the states and industry time, money, and effort. Utilizing EFT allows companies to submit state filing fees and rate and form filings simultaneously through SERFF.

Don Harrison, Regulatory Filing and Support Manager with Berkley Underwriting Partners said, "It (EFT) streamlines our work related to the payment of filing fees by eliminating time, labor, and postage associated with sending a paper check. Regulators have everything they need to begin their review once we hit the "Submit Filing" button and they don't have to hold the filing pending receipt of the check."

Maureen Hartsmith, Life and Health Compliance Manager with the New Hampshire Department of Insurance, said that before utilizing EFT, the state filing fee processing time took between three and five days. Now, with the utilization of EFT, "you can have same day filing delivery and assignment to a policy examiner."

In addition to saving time, submitting filing fees electronically saves state and industry money that was formerly associated with the processing of paper checks. Monica Ramstad, Senior Product Compliance Analyst with Minnesota Mutual Life said, "We love the EFT feature and have used it from the beginning. We've never had any problems. It saves us time and money both in our compliance area as well as accounting, now that we don't issue and mail paper checks."

Pam Seymore, Program Analyst with the Pennsylvania Department of Insurance, agrees that using EFT saves money for the industry and the state. "For our department, the ease of use and the fact that the reviewing staff are now able to concentrate on regulatory work versus administrative tasks makes EFT extremely cost effective."

One issue that new EFT users commonly encounter is debit blocks. Many times when a financial institution sets up a bank account for corporations, the financial institution will place a debit block on the bank account, ensuring an extra layer of fraud protection. Companies that are setting up EFT are encouraged to check with their financial institution prior to submitting EFT paperwork to inquire about any possible debit blocks in place. If there is a debit block in place, SERFF customers are encouraged to call the SERFF Marketing Team for information on releasing the block for SERFF EFT debits. If the debit block is not released, SERFF will not have the ability to set up the EFT account.

Twenty-four states accept EFT and Georgia, Iowa, Maryland, Massachusetts, Minnesota, New Hampshire, Rhode Island, South Dakota, Vermont, and West Virginia have all mandated EFT for SERFF filings. Oklahoma has announced an EFT mandate effective 7/14/09.

For more information on EFT or to sign up, please contact the SERFF marketing team at (816) 783-8787 or [serffmktg@naic.org](mailto:serffmktg@naic.org).






## HOW DO I DO THAT?

Some states require that industry users bookmark all PDF attachments within a filing. Adding bookmarks to a PDF document provides the reader with the ability to move throughout the document quickly. Double-clicking on a bookmark from the bookmark window directs the reader to the page related to that specific bookmark.

Please keep in mind items such as section headings and/or a table of contents may generate bookmarks during the PDF conversion process.

The following instructions review the process of creating bookmarks in a PDF file using Adobe Acrobat®.

1. Open the PDF file.
2. Click the Bookmarks tab in the navigation pane. Any items that converted from your document to the PDF file as bookmarks will appear in the Bookmarks tab. Click on a bookmark link to view the page that it represents. New bookmark entries that you create will be added at the end of the bookmarks list. If you select an existing bookmark, the new bookmark will appear after the highlighted entry.
3. To create a new bookmark, scroll to the page and text that is to be set as a bookmark.
4. To name the new bookmark you will create, click the Text Select Tool  then drag the cursor to highlight the desired text.
5. Choose New Bookmark from the menu, or select the Create new bookmark icon . If no text was selected prior to this command, you must type in a name for the bookmark.
6. The new bookmark will appear in the Bookmarks palette at the end of the bookmark list or after the selected item.
7. Once you are finished creating bookmarks, return the cursor to normal mode. Click the Hand tool icon  on the Basic Tools toolbar.

If you want to move a bookmark, drag and drop the item in the Bookmarks list to another location and click **OK** when prompted.

You can also delete unnecessary bookmarks by right clicking on the bookmark and selecting **Delete** from the shortcut menu.

### Author's Notes:

As SERFF team members are not Adobe Acrobat experts, please be sure to consult Adobe's Online Help at [www.adobe.com](http://www.adobe.com) with additional questions you may have regarding this topic.

The information in this article was obtained from: <http://www.pitt.edu/~graduate/etd/bookmarks.html>



Contact us at 816-783-8990 or [serffhelp@naic.org](mailto:serffhelp@naic.org)

## IIPRC WELCOMES NEW STATES

The Interstate Insurance Product Regulation Commission (IIPRC) welcomes Mississippi and New Mexico both effective in early July. With New Mexico and Mississippi, the IIPRC will be up to 35 member states, including Puerto Rico, allowing companies to prepare and submit one filing for one review and approval with a current turnaround time of thirty days or less.

Do you know how easy it is to add a state to a product filing already approved by the IIPRC? It is a very simple process with no additional IIPRC filing fee. A company can request the IIPRC reopen a previously approved filing at any time to add another compacting state. The applicable state filing fees and SERFF transactions fees would apply. If you are adding a state that is new to the Compact, the IIPRC waits ten working days after the state's effective date, to provide an opportunity for a state to exercise its regulatory right to opt out of adopted Uniform Standards. However, no state has chosen to opt out of the 54 Uniform Standards adopted by the IIPRC to date.

Adding a state is a very convenient feature for Compact product filers allowing companies to simply update their approved filing when they expand operations to additional compacting states or when a new state joins the Compact.

Did you also hear the IIPRC recently amended its filing fee rule to create a new fee structure for regional insurers? Companies who sell asset-based insurance products in five or less compacting states can now utilize the IIPRC's one-stop filing platform for less. The Annual Registration Fee for regional insurers, companies who file in five or less states, is now \$2,500 and may be submitted through SERFF. The regional insurer IIPRC filing fee is \$250 per filing. The IIPRC allows companies of all sizes to leverage the cost advantages of preparing one filing and receiving one approval, helping to keep them competitive in five states or soon-to-be 35 states.

For more information about registering and filing with the IIPRC office contact us at [comments@insurancecompact.org](mailto:comments@insurancecompact.org).


## DID YOU KNOW THAT...

- When you move a filing to your Workfolder from the Message Center, SERFF automatically deletes the message for you, helping to keep a clean Message Center.
- An existing, active State Manager, Industry Manager or an officer of the company must make requests for changes to users or new users.

### States:

- If you select which schedule items your Objections apply to, it helps Industry send an appropriate Response.
- If you are consistently having to request something else be added to the Supporting Document tab of submitted filings, we can help you add Submission Requirements which can make it a requirement for industry.

### Industry:

- When you request the addition of a new SERFF user, that doesn't automatically add them as an available filing contact. For assistance with this, please see page 39 of the Industry Manual. [http://www.serff.com/documents/v5\\_manual\\_industry.pdf](http://www.serff.com/documents/v5_manual_industry.pdf)
- If you see the Draft Schedule Item Icon  to the left of your Schedule Item, the state cannot see your revisions. You'll need to make sure they are visible in a Response or Amendment Letter.