SERFF Product Steering Committee Meeting

Wednesday, April 24

NAIC NATIONAL ASSOCIATION OF INSURANCE COMMISSIONERS

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Roll Call

- Roll will only be called for current PSC members
- Interested parties who are calling in and wish their attendance to be recorded can email lbandle@naic.org

SERFF Modernization Progress Updates

Phase 3.1 - Interstate Compact

- In Progress Work:
  - Hardening and defect correction
  - Filing Review workflow
  - Amendments
  - Task Management for Regulators
  - User Management

2024 Outreach

- Continue state and company site visits
  - Kansas, Missouri, New Mexico, and Indiana visits completed in Q1
  - Company visits focused on KC Metro area for now
- Conduct in person workshops
  - Virtual workshop for states and in person workshop for filers completed in Q1
  - Planning additional 2024 workshops - dates and focus TBD
- Expand virtual offerings
  - Virtual workshop for states completed
  - March PSC meeting included a demo to a record setting 395 attendees!
    - Recording of that demo is available at https://serff.com/serff_modernization.htm
  - Offering virtual presentations to groups such as AICP, LHCA and NAMIC
- Attend and present at conferences and NAIC National Meetings

Targeted User Outreach

State Liaison Program

- All states have been assigned a liaison to help them prepare for the new platform
- The liaison will provide individualized assistance, answer questions, gather requirements, and help with training
- Liaisons currently focused on preparation for Compact release and requirements for Life/Annuity/Credit release

Industry Key Contact Project

- Kicking off "key contact" project
- Gather one to a few contacts for each SERFF industry instance
- Key contacts will help distribute information to other users and provide feedback
- We will reach out to you for this information.

SERFF Modernization E-mail

- Project E-mail Address: serffmodernizationquestions@naic.org
- Have a team of staff monitoring
  - Currently training to be able to answer more questions
- Every e-mail is kept and read

SERFF Modernization Engagement Activity

- Used online tool – Menti
- About 150 PSC attendees participated
- Main topics covered: Pre-Submission Check, Project Communication & Engagement, and Future PSC Topics
- Questions from the activity are on pages 10-11
- Results from the Menti Activity start on page 15
- **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.

Engagement Activity Questions: Pre-Submission Check

Description:

- The Pre-Submission Check is a new feature on draft filings that will allow filers to run the submission validations at any point and as many times as they would like.
- The Pre-Submission Check has two sections: Errors and Warnings
- Errors: Items on this list are things keeping the filing from being submitted.
  - They will include all the existing submission errors (missing filing description, supporting documents that have not been satisfied or bypassed, etc.) and any errors from new features such as the company licensing check.
- Warnings: This is a new concept. Items on this list are allowed on submission, but based on historical knowledge of filings, are probably incorrect. Users will be able to submit the filing without correcting these warnings, and we will track that to help us make the system smarter. We have implemented 2 warnings so far.
  - Missing Forms: The filing type includes the form schedule tab, but the filing does not have any form items added.
  - Excessive Fees: An individual fee amount exceeds the amount that we have estimated as a normal upper fee amount based on historical filing data.

Questions:

- Other than the existing submission errors, are there other submission errors you would like added to the check?
  - These would be items that stop the filer from submitting the filing.
- Are there other submission warnings you would like added to the check?

Engagement Activity Questions pt.2

SERFF Modernization Project Communication & Engagement

- On a scale of 1-5, how satisfied are you with the communication for the project so far?
- On a scale of 1-5, how satisfied are you with the engagement for the project so far?
- Do you have any feedback about the communication or engagement for the project?

Future PSC Topics

- Are there any topics that you would like a deep dive about in future PSC meetings?

PSC Membership Interest Form

- Link: [PSC Membership Form]
- 6 industry seats up for new membership in 2023
- Will use this form to pull membership nominations.

Q&A

- Q: Is there any plan to offer a sandbox environment prior to launch?
  - A: We do plan to have some User Acceptance Testing (UAT) opportunities, but we are still in the planning stages and don't have any details yet.
- Q: How often are meetings with state liaisons to occur?
  - A: Currently, the meetings are happening ad hoc as the NAIC team has topics that need to be discussed. We anticipate this process evolving as the project continues and as the liaisons and state staff find their rhythm. This could mean that sometimes there are more frequent meetings, and it could also mean there are some topics that are discussed through email.
- Q: Can you elaborate on next steps/ timing/stages of rollout?
  - A: The new platform is releasing in phases by business type. The first release will be for Compact filings, and that release is set for late summer or early fall this year. The next 4 phases in order are Life, P&C, Health, and Plan Management. We estimate that those phases will be released in 6-month increments after the first release.

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

- June 26
- July 24
- August 28
- September 25
- October 23
- November 13
- December 11

Mentimeter

April SERFF PSC

Go to

www.menti.com

Enter the code

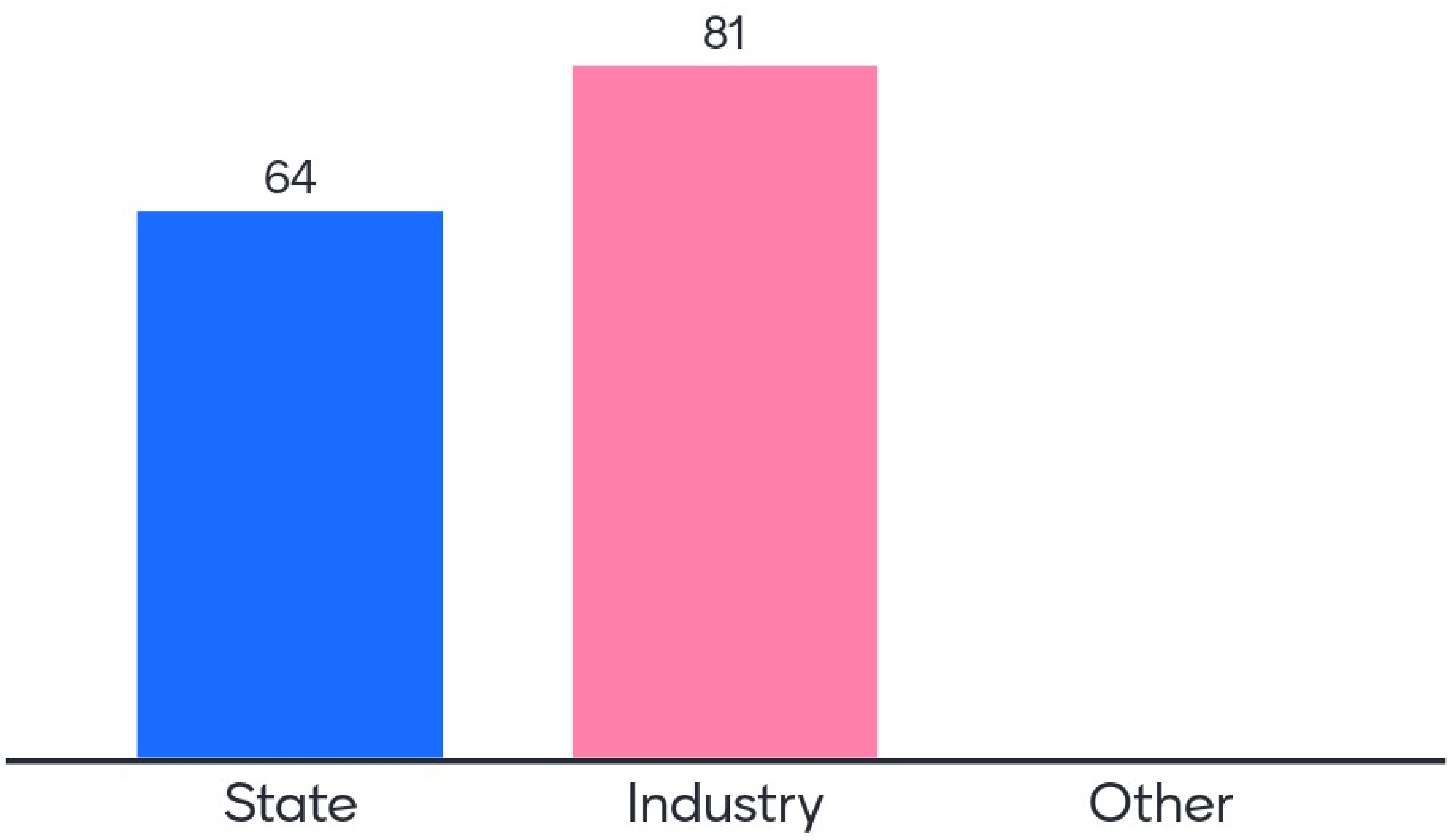
5394 1207

Or use QR code

5

Mentimeter

What type of user are you?



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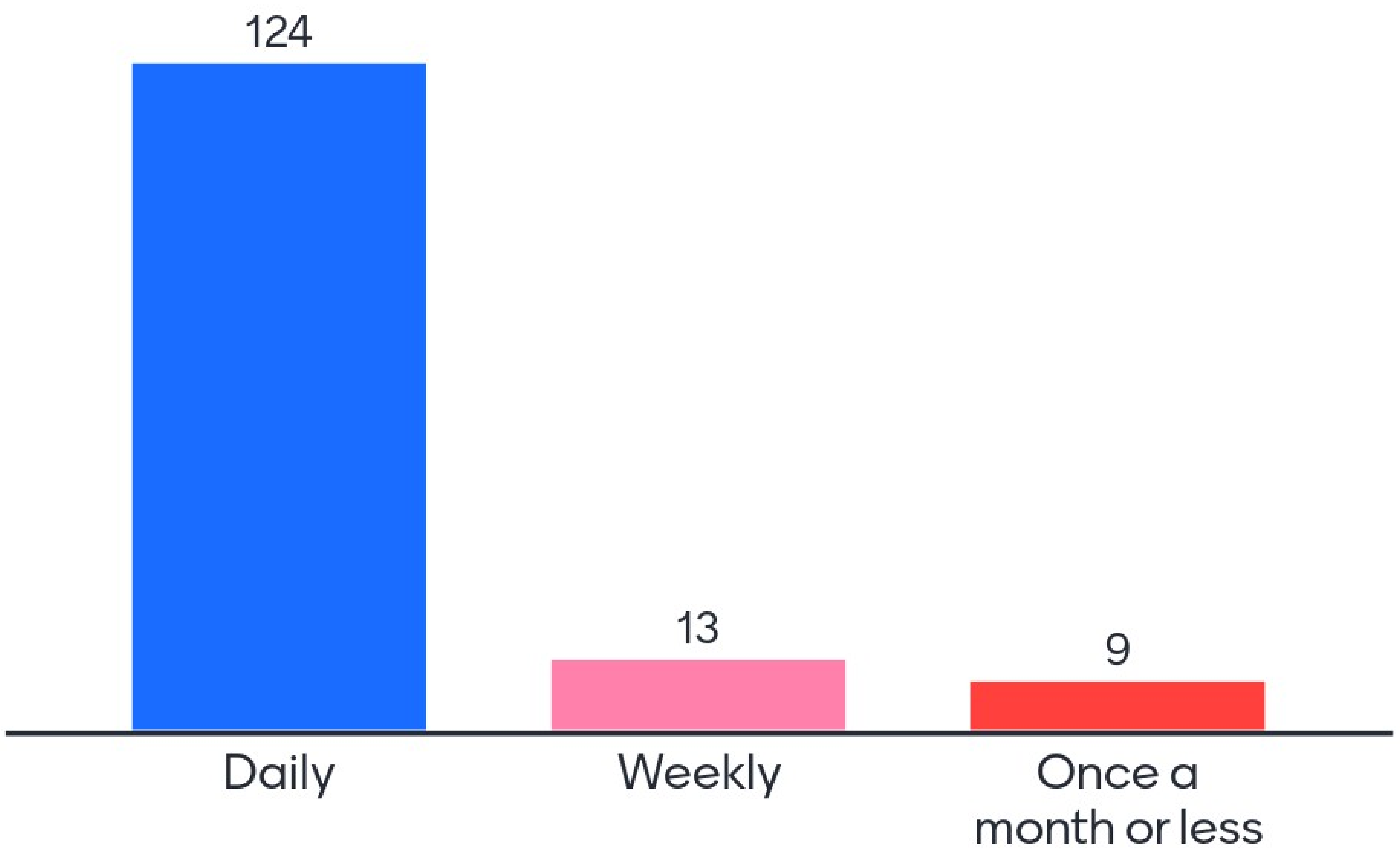
How often do you use SERFF?



Pre-Submission Check

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Your draft is incomplete. Please complete the following fields before submitting:

Pre-Submission Warnings

Filing can be submitted with warning(s) present:

- No 'Form Schedule Items' have been uploaded

Pre-Submission Errors

Filing cannot be submitted with below error(s) present:

The following required fields are missing:

- Filing Description must be completed

Statement of Intent Item(s) must be included if mix and match is enabled

The fees should be calculated at least once on the filing

CLOSE

4

Mentimeter

Pre Submission checks are done, Please click next to proceed with fee calculation

Pre-Submission Warnings

Filing can be submitted with warning(s) present:

- The Pennsylvania state fee for 85th Newburgh Insurance is greater than $2000

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Mentimeter

Do you have any suggestions for additional warnings?

Line of business/lack of licensure warning	Rate items without rate type, forms items without form in type	N/A	For supplementals, it would be nice to have a warning that we forgot to attach a document.
no fee at all	Have a Draft Item that wasn't submitted	Effective date missing	Certification statement missing in a state.

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Do you have any suggestions for additional warnings?

no rate information in rate/rule schedule	Replacement items but no replacement numbers	N/A	N/A
Is there any way to flag when the form number doesn't match the form schedule	TOI and Sub-TOI do not match a prior filing	Fee field should be like an email field - double entry to assure valid number vs warning	Warnings of items missing based on state specific requirements or needs from general instructions

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Do you have any suggestions for additional warnings?

Form numbers don't match forms.Improper description of forms.

TOI doesn't match names of documents

effective date missing

All rate fields completed for a rate filing.

Draft documents not included in submissions

No checklist submitted with filing

N/A

form name or number does not match attachment

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Do you have any suggestions for additional warnings?

What about when the company inputs an incorrect prior SERFF tracking number?

What you have is a good start but rates and rate types.

Potential invalid requested effective date?

Readability score on applicable forms, Effective date requested, market type, filing mode requested, form schedule tab in general.

Is there a way for the system to tell if a form is not searchable? If so, that would be a great warning

SOI

last SERFF filing not included on rate/rule tab

Company Group is blank

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Do you have any suggestions for additional warnings?

Rate/Rule filing without any rate details being displayed

form names don't match form attachments

writing companies don't match a prior filing of similar filiing type

TOI and Sub-TOI do not match the items in the Form Schedule tab

State Specific questions not all answered

Effective Date is does not comply with filing regulation or rules

Form number and edition date is not entered per state requirements

missing readability scores for forms

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Do you have any suggestions for additional warnings?

warnings of items missingTOI and Sub-TOI do not match

entire filing marked confidential/conflicts with state specific PA requirements

Any optional field (for example, Effective Date Requested) should be a warning, not ab error.

bypassed items

Warning that Rate/Rule Schedule is blank. This would be similar to the form schedule warning.

Company Rate Information incomplete.

Rate data not completed.

Updated filing fees, per state, so that we don't submit incorrect fees

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Mentimeter

Do you have any suggestions for additional warnings?

Required state tems missing	when form name/title doesn't match form exactly	warning that the TOI/subTOI is exempt from filing for a given state	verify contact info for company is correct
effective date missing	N/A	Form edition date missing or does not match form.	TOI / SubTOI is exempt from filing in a given state

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Mentimeter

Do you have any suggestions for additional warnings?

Mandatory supporting documents like checklists are not attached.

Missing RPG License

Form number and number on document attached do not match

Not submit tie responses on Response Letter to Objections and send a letter as an attachment instead.

Form schedule tab, rating manual on rate filings, attached forms to forms that require them by TOI code, Rate history on existing products,

Incorrect form numbers. Location of policy forms on supporting documents tab and vice versa.

action specific data on replacement filings

Certification statement

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Mentimeter

Do you have any suggestions for additional warnings?

Rate impact missing on rate filings

Certifications that do not have a signature.

If a state has required wording that must appear as part of the Filing Description for example, if it is missing it would be good to have an error returned.

Rate/Rule schedule items have been revised, but the lastest information is not shown

Combination of form/rate/rule not allowed by the state

If modifying a prior filing, the TOI/Sub-TOI should match

certification checklist missing

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Do you have any suggestions for additional warnings?

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4.5

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Do you have any suggestions for additional warnings?

4.5	4.7	44	5
No	My apologies - can you share the estimated timeframes for deployment by type (L&H, P&C), etc...	Good so far.	The communication and engagement has been great so far.

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Do you have any suggestions for additional warnings?

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My first meeting	Recorded demos to share with staff. Plenty of demos - they really help with understanding.	Test environment to test and play around would be great!	More reporting tools (customized)
reporting	Any plans to use Mozart or any similar application to use with filings.	Deeper dive/demos regarding COA to licensure verification. Discuss concerns re: how pending licensure submissions could be handled and time for licensure info to be in system for veriication.	Will a form or spreadsheet be sent for completion of access management requirements and any idea of when?

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Do you have any suggestions for additional errors?

If indicate that form or rate replaced, they must complete prior SERFF tracking # field.

current error warnings are good

TOI and SubTOI exempt from filing

Mandatory supporting documents like checklists are not attached.

If new form filing they need to link to a new rate filing and vice versa

Form schedule tab and attached forms, Rate manual attached

Can't submit if don't have proper COA authority for that TOI.

Informational filings now allowed

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Do you have any suggestions for additional errors?

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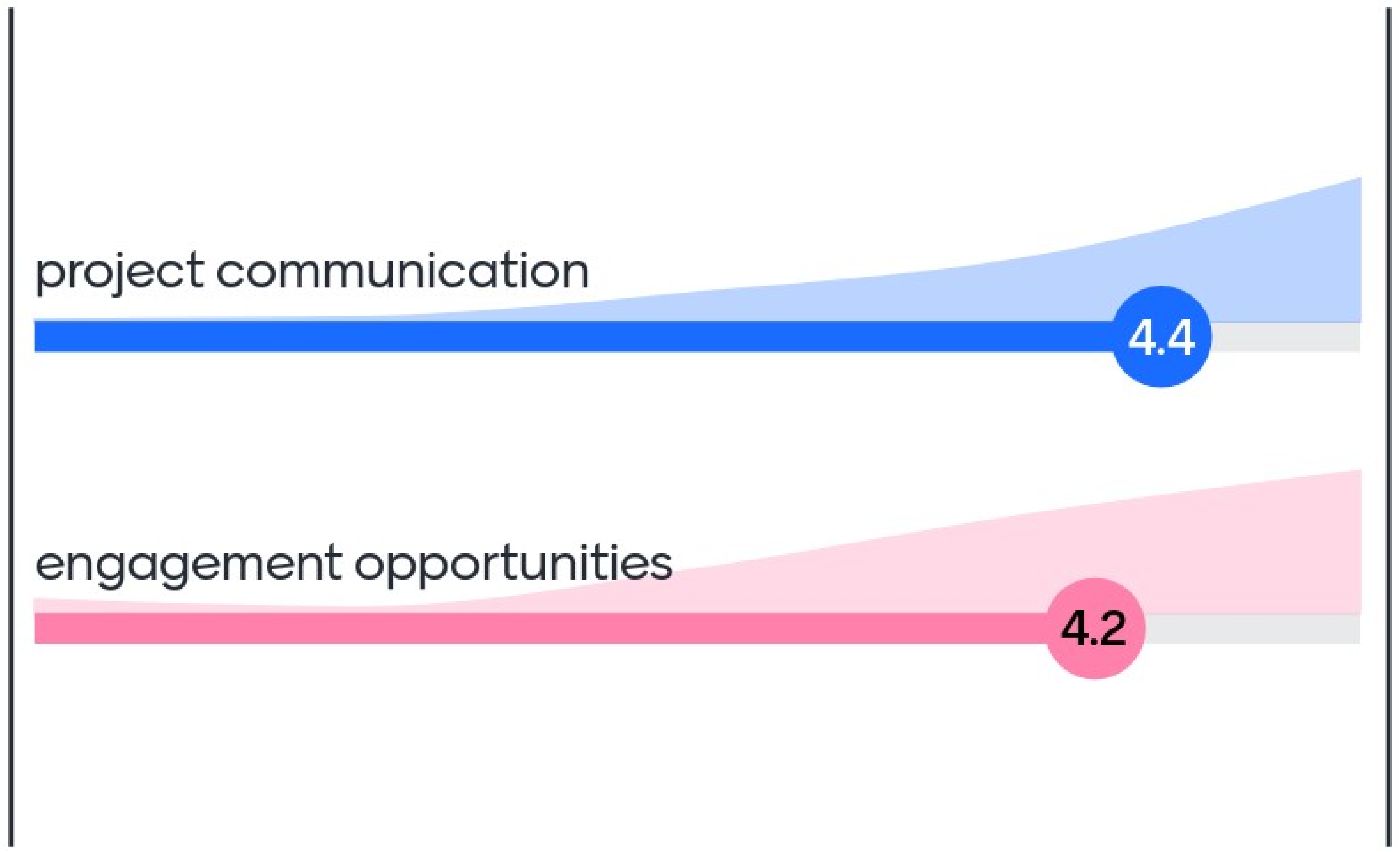
Project Communication and Engagement

Mentimeter

How satisfied are you with the communication and engagement for the project so far?



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Do you have any feedback about the communication or engagement for the project?

Mentimeter

N/A	So far so good!	This is a good format!	Longer time for SERFF to time out, or better pop-ups that it's getting ready to time out.
Demo presentation to share with my team that uses SERFF	have a beta site to go in and play. Hard to have suggestions from screenshots	It's been great!	Focus group involvement has been minimal at this point, would like to be engaged more

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Mentimeter

Do you have any feedback about the communication or engagement for the project?

is the user manual going to be updated with the changes that are taking place

This is my first meeting, do you share the slides following the meeting?

Nothing that I can think of. It's good.

More opportunities to share/provide demos to our teams

Communication on timing of stages of rollout could be more robust

more specific view of milestones and timelines across the entire project so it's easier to track progress

any chance to engage with the new platform in beta? would help be able to provide better feedback

It's all good at the moment.

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Do you have any feedback about the communication or engagement for the project?

Everything has been communicated very well.

How about a detailed monthly newsletter with lots of screenshots and details (I'm teasing)

Good communication from the team, but having one point of contact per state can be problematic

would love more documentation and roadmap info, folks at our agency are asking for more info

More opportunities for detailed discussion or examples of what you need from us.

Discussion of potential interfaces with auto workflow options (e.g., MS Power Apps, Power Query)

It would be helpful to have a demo specific to regulators

I don't know if it is already part of the plan, but perhaps some open feedback about how the limited rollout is going, and any issues/roadblocks and subsequent modifications.

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Mentimeter

Do you have any feedback about the communication or engagement for the project?

*comment on the form schedule warning - many ISO adoption filings states do not want to see forms on the schedule as well as our annual certification filings we do for many states

Possibly occasional updates for those in the health industry and the projected timeline/updates for them.

Great so far, just more opportunity to test and about training.

Are you going to have a broad training to take place for users of SERFF at a later date?

also, thanks for asking!

Updates on the Project Timelines are helpful

Will there by a test site for users to get comfortable with the new look and feel of SERFF

Define and provide examples of initial requirements you are looking for.

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Mentimeter

Do you have any feedback about the communication or engagement for the project?

Could you share the link to the PSC website, please?

More one-pagers or handouts on upcoming features would be great. Basic info we can share with staff and management without risking something getting lost in translation

agree with suggestion of demo for regulators.

Additional demos and/or opportunity for involvement with progress

Specific dates as they are determined. Or even projected dates more available than by quarter

Love to see demos related to workflow from entering a submission to approval.

Reporting

Will there be any changes or updates to the public portal websites?

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Do you have any feedback about the communication or engagement for the project?

N/A	Extensive demo for regulators.	What are the expectations when working with your assigned liaison	ideas of growth of AI into project
Rollout/transition plans, compare document features, features for adding notes or tags to filings (newer to the group, so please excuse if these have been discussed in prior meetings)	Demo for regulators	More information on ML within SERFF and when it's available	API opportunities for industy.

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Do you have any feedback about the communication or engagement for the project?

Demos for sure!	Training plan	A sandbox environment to get hand-on experience in would be *amazing*	Reports like the current iteration of SERFF and data downloading, again like what's offered in the current website
Searching i	SERFF Retention states, will more be following this.	More info on ML and the SERFF Project	Automatic readability scores where applicable?

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Do you have any feedback about the communication or engagement for the project?

Differences in Filing Types - different filing requirements for rate/rule filing type and form filing types

Cloning of past files?

Will there be an explanatory manual screen by screen provided that industry companies can print off

Will SERFF modernization impact access to state public SERFF portals?

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Future PSC Topics

Do you have any topic requests for future PSC deep dives?

Industry Examples	reporting	Status of integration of the AI component into SERFF	API integration opportunities
Maybe additional discussions of how AI can be utilized - both at introduction and future developments.	filing fee reports.	Customized reports	Training rollout plan

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Do you have any topic requests for future PSC deep dives?

Additional demos of the new look for industry users

Continue showing demos as new items are built.

how record retention will work (pdf pipeline) especially for those states that delete

Ability to download our company filings, objections via API or other methods. Ability to download PDFs

States drafting requirements and how will that feed into ML.

Report demos

More industry examples

Current demos are good.

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Do you have any topic requests for future PSC deep dives?

Future API integration

update for industry users based on lines of coverage

more info on filing fee calculator

Examples of how the new platform components will look versus how they look today. In a sense a preview of our day to day activities.

More report features

Discuss how third party filing programs will be impacted by update

demos of state and industry done separately, with each available to either users

Examples/Demo showing what a state review

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Do you have any topic requests for future PSC deep dives?

Giving state option to make updates to Rate/Rule/Form schedules

AI functionality that’s planned

Training plan and demos for those who don't attend these meetings

Demos

PDF Pipeline

Confidentiality. AI check and warning message for both state and industry.

More demos for industry users

More on the rollout of AI features and how the machine will be trained. Also, timing updates for this.

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Do you have any topic requests for future PSC deep dives?

Filing Status Reports

Do a filing from new platform - from industry to regulator to show how it works

Training plan and updated SERFF user manual

Reporting capabilities

PDF pipeline, i.e.: will the process to generate be different? What will it contain? Can they be batch generated?

A sandbox environment to get hands-on experience in would be *amazing*

searching

growth and potential of AI in project

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Do you have any topic requests for future PSC deep dives?

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I second the sandbox suggestion! That would be great!

Anticipated functionalityon topics of trade secret/confidential status requests.

demos on how state starts an objection/clarification request, and how the industry responds

Data exports of filing metrics

Ditto the sandbox....

Plans to implement Mozart or a similar application in the rewrite of SERFF?

More information on the historical search capabilities

What will happen with the current SERFF data once the new platform is online.

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Do you have any topic requests for future PSC deep dives?

More info on status of AI review of forms prior to submission

I also like the idea of sandbox.

Paper filings - is the process changing

Is there a plan to offer any kind of sandbox environment to get hands-on experience with the new system prior to launch?

what kind of custom reports can we run on the industry side?

Any revisions/updates to anticipated instance release dates?

follow up quesiton to that SERFF Public Access question - Will the links to the SERFF Filing Access stay the same or changes be communicated?

Will you be able to access all of your instances (for example - if your company uses 3 instances)?

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Do you have any topic requests for future PSC deep dives?

Kind of Custom reports industry user?

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