NAIC SERFF

SERFF Product Steering Committee

12/11/2024

NAIC
NATIONAL ASSOCIATION OF
INSURANCE COMMISSIONERS

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Meeting Recording Link:
https://naic.webex.com/naic/ldr.php?RCID=0a40bc24fd6b57682ce91de4c73f5a09

Roll Call

- Roll was called for current PSC members

- Interested parties who are calling in and wish their attendance to be recorded can email adysart@naic.org

Update on Initial Release

- In July, we announced that the first release of the modernized SERFF platform would "go live" on November 11.
- As a reminder, this release includes functionality for Interstate Compact filings and a self-service user management module.
- In November, we announced that the release would be delayed.

What Happened?

- Performance and load testing indicated the potential for slow response times in production.
- We discovered some data migration issues that need to be corrected.
- Production rehearsal revealed work needed on deployment processes.
- Industry training and user acceptance testing yielded feedback we wanted to address.
- Discussed with Compact leadership, who supported a delay.

Where are We Now?

- Response times under load are much improved.
- Migration scripts reviewed and adjusted where needed.
- Second rehearsal being scheduled.
- Minor adjustments being made to improve functionality and usability, time permitting.

All these changes need to be thoroughly tested.

- Team continues to work toward establishing a new date.
- Intend to provide four weeks' notice to end users.
- Look at for information to start flowing in January!

User Migration Reminder

- As part of the first release, and to support the self-service module, all active SERFF users will be migrated into the NAIC single sign on system, called Okta.
- People already using another NAIC system will already be in Okta and their legacy SERFF ID and their Okta ID will be linked.
- People not already in Okta will receive an email to activate their Okta account.
- There is no impact to credentials for the Legacy system.
- The credentials for the new platform are the Okta credentials.
- Additional communication and instructions are in the works.
- The new system will have multi-factor authentication.
- Please clean up users! Add valid emails, deactivate as needed.

Further Impact of Delay

- We still plan to release over a weekend – 5 pm CT Friday to 7 am CT Monday downtime for legacy system.
- We still plan on a "warranty" period to address any issues and continue refinement of Release 1 features.
- The team is working on strategies to reduce domino effect on future phases.
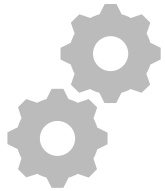
Value Delivered

- Streamlined filing process to improve compliance at submission.

- Tools to manage workload and improve reporting.

- Improvements to support efficient and consistent filing review.

- Transparency to Compact member states.

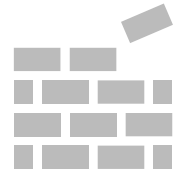- Self-service user management to reduce wait and improve security.

Building on the Foundation

Adjust

Respond to feedback and improve upon the base functionality from initial release.

Extend

Build out features to meet state and industry needs beyond Compact filings.

Introduce

Introduce new features to support states, Compact, and filers.

AI Update

Vision Statement

SERFF AI will responsibly assist state regulators in streamlining form and rate review processes, reducing administrative burdens, accelerating decision-making, and enhancing regulatory compliance, thereby strengthening the insurance market and protecting consumers.

The Goal

Introduce meaningful and significant AI capabilities into the modernized SERFF platform by the end of 2025.

Progress Update

- Enabled Generative AI Help Center for first release.
- Upgraded Form Number extraction model for reliability and speed gains.
- Preparing for proof of concept with AWS Generative AI Innovation Center.
- Establishing infrastructure.
- Implementing governance and quality controls.
- Curating data sets for consistent experimentation and testing.
- Evaluating advantages of various large language models (LLMs) and traditional machine learning techniques.

NAIC SERFF

2025 Outreach

Communication

- SERFF is now on NAIC Connect! (regulator only)
- Launch Guides, first release and beyond.
- Updated website content.
- Uptick in email & SERFF Alerts.
- Targeted and general communication channels.

Events

- Site visits
  - ○ 2025 visit calendar underway – contact us with interest!
  - ○ As state visits are scheduled, we may ask nearby companies for a visit.
  - ○ Local/near to Kansas City? Ask about a visit to your location.
  - ○ Want to come see us? Let's talk!
- More virtual sessions
  - ○ Recurring industry training & feedback sessions to be scheduled.
  - ○ Sessions with professional association & related groups.
  - ○ Recurring calls with each state.
- Workshops for state and industry to be held in Kansas City – dates TBD.
- Don't forget about our monthly Product Steering Committee meetings.

December 2024 PSC Meeting Q&A

- Where would we find the statement of intent certification?
  - In the new platform, we're transitioning the Statement of Intent certification to a supporting document item. There are some capabilities around certifications in general that we'd like to explore, but for the interim, it will become a supporting document.
- Are there any updates regarding the PDF Pipeline?
  - As of right now, this is still a work in progress. We expect to release PDF Pipeline in the warranty period.
- Will it be possible to have more than one instance of SERFF open at a time?
  - We will still have instance switching. We are interested in hearing more context and feedback surrounding scenarios of when users would want more than one instance open at a time and reasoning behind that.
- Is two-factor authentication necessary in the new platform?
  - Yes, this is an NAIC security strategy and not specific to SERFF.
- What is the updated timeline with this delay, and work for P&C, etc.?
  - We are working on strategies to minimize any delays, and we'll have some additional information on the new timeline next quarter.
- When AI is added will there an additional cost to state regulators?
  - No.
- Has any more time/effort been devoted to figuring out how to get users notifications for things like note to filer/note to reviewer? Checking each filing every day is not realistic and a big downgrade.
  - We recently identified places where a notification email wasn't being generated. E-mail notifications have been implemented for Notes.
- For users that currently use Okta for non SERFF related systems, will we receive a separate login for the new SERFF platform?
  - If you have OKTA credentials for NAIC applications like SBS or iSight, your login for the Moderniezd SERFF platform will be the same as that username/password. You will also still have your old legacy login credentials too because legacy SERFF is not in OKTA.
- I was going to renew our Compact membership, but the 2025 rates that are posted are marked Draft Copy and look like a redlined version. Are these rates correct?
  - Per the Compact, 2025 Compact Registration rates are red lined because they don't take effect until 2025. These rates are adopted, and will be taking effect on January 1, 2025.
- In the new SERFF Platform, will there be a report that we can access that tells us an average time frame that state reviewers review filings and objection responses.
  - This question will be taken back to the SERFF team for review.
- Can you still search on inactive users if they are deleted?
  - Yes.
- Can we download excel spreadsheet into the statement of intent for the first release?
  - This functionality will not be available in Release 1.

- Can a demo be provided on how to add associated filings?
  - Yes, we can add this to a future PSC meeting.
- Will the file size limitation remain the same in the new platform?
  - A definitive file size limitation has not been set in the new platform yet. We will be watching performance and will determine a necessary file size limitation if needed.
- Will the Compact be allowing public access exemptions. If so, is there a process?
  - Per the Compact, a Filing Information Notice was sent earlier in 2024 that details the trade secret process for the Compact. This will remain the same in the new platform.
- Will EFT report be similar to what SERFF currently has?
  - It is our intent that it will be similar. Reporting is one piece we are still working on, but our plan is to offer more flexible reporting capabilities.
- Will there be any way for filers to know where they are in the queue for a given filing? The hope would be to cut down on status requests by offering this type of self-service for filers
  - This question will be taken back for review.
- In the new SERFF platform, will state reviewers be able to run a report showing monthly numbers? Example being, how many forms and rates for a particular time frame?
  - Reporting is one piece we are still working on, but our plan is to offer more flexible reporting capabilities.
- Will the new SERFF still be called SERFF once it launches?
  - The application will still be called SERFF, but we are speaking internally about temporary distinctions between SERFF Legacy and the modernized platform.
- Please consider allowing users to select to receive e-mails in a daily/weekly digest instead of individually. This is sounding like it will require filters to not wreak havoc on our inboxes
  - This item will be taken back to the team for review.
- Are there SERFF features related to Compact filings that are unique, such as selections related to mix and match filing process?
  - It's comparable to what you see today in that the Compact has things like included states, state fees, statement of intent that are specific to the compact. I don't think we've introduced anything new that's unique to the Compact.
- Will the 2025 Updated Compact Fees be integrated in the AI filing fee calculation?
  - The Filing Fee Calculations are not AI, but unless a filer needs to override or adjust, most fee scenarios will be auto-calculated.

2025 SERFF PSC Meeting Dates:

- January 22
- February 26
- March 19*
- April 23
- May 28
- June 25
- July 23
- August 27
- September 24
- October 22
- November 19*
- December 17*

*4th Wednesday of each month, *except:*
- March 19
- November 19
- December 17