



2019 **ANNUAL  
MEETING**  
& EXHIBIT

October 27-30  
Toronto, Canada

## Session 092: Swiss Re Session Series Part 1: Future Ready, Now: Unlocking the Potential of Biometric Influencers

[SOA Antitrust Compliance Guidelines](#)

[SOA Presentation Disclaimer](#)

# Future ready, now: Unlocking the Potential of Biometric Influencers

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# SOCIETY OF ACTUARIES

## Antitrust Compliance Guidelines

Active participation in the Society of Actuaries is an important aspect of membership. While the positive contributions of professional societies and associations are well-recognized and encouraged, association activities are vulnerable to close antitrust scrutiny. By their very nature, associations bring together industry competitors and other market participants.

The United States antitrust laws aim to protect consumers by preserving the free economy and prohibiting anti-competitive business practices; they promote competition. There are both state and federal antitrust laws, although state antitrust laws closely follow federal law. The Sherman Act, is the primary U.S. antitrust law pertaining to association activities. The Sherman Act prohibits every contract, combination or conspiracy that places an unreasonable restraint on trade. There are, however, some activities that are illegal under all circumstances, such as price fixing, market allocation and collusive bidding.

There is no safe harbor under the antitrust law for professional association activities. Therefore, association meeting participants should refrain from discussing any activity that could potentially be construed as having an anti-competitive effect. Discussions relating to product or service pricing, market allocations, membership restrictions, product standardization or other conditions on trade could arguably be perceived as a restraint on trade and may expose the SOA and its members to antitrust enforcement procedures.

While participating in all SOA in person meetings, webinars, teleconferences or side discussions, you should avoid discussing competitively sensitive information with competitors and follow these guidelines:

- **Do not** discuss prices for services or products or anything else that might affect prices
- **Do not** discuss what you or other entities plan to do in a particular geographic or product markets or with particular customers.
- **Do not** speak on behalf of the SOA or any of its committees unless specifically authorized to do so.
- **Do** leave a meeting where any anticompetitive pricing or market allocation discussion occurs.
- **Do** alert SOA staff and/or legal counsel to any concerning discussions
- **Do** consult with legal counsel before raising any matter or making a statement that may involve competitively sensitive information.

Adherence to these guidelines involves not only avoidance of antitrust violations, but avoidance of behavior which might be so construed. These guidelines only provide an overview of prohibited activities. SOA legal counsel reviews meeting agenda and materials as deemed appropriate and any discussion that departs from the formal agenda should be scrutinized carefully. Antitrust compliance is everyone's responsibility; however, please seek legal counsel if you have any questions or concerns.

# SOCIETY OF ACTUARIES

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# Future ready, now: Staying ahead of uncertainty

Unlocking the  
Potential of  
Biometric  
Influencers



Rethinking  
Regulatory and  
Reporting  
Uncertainty

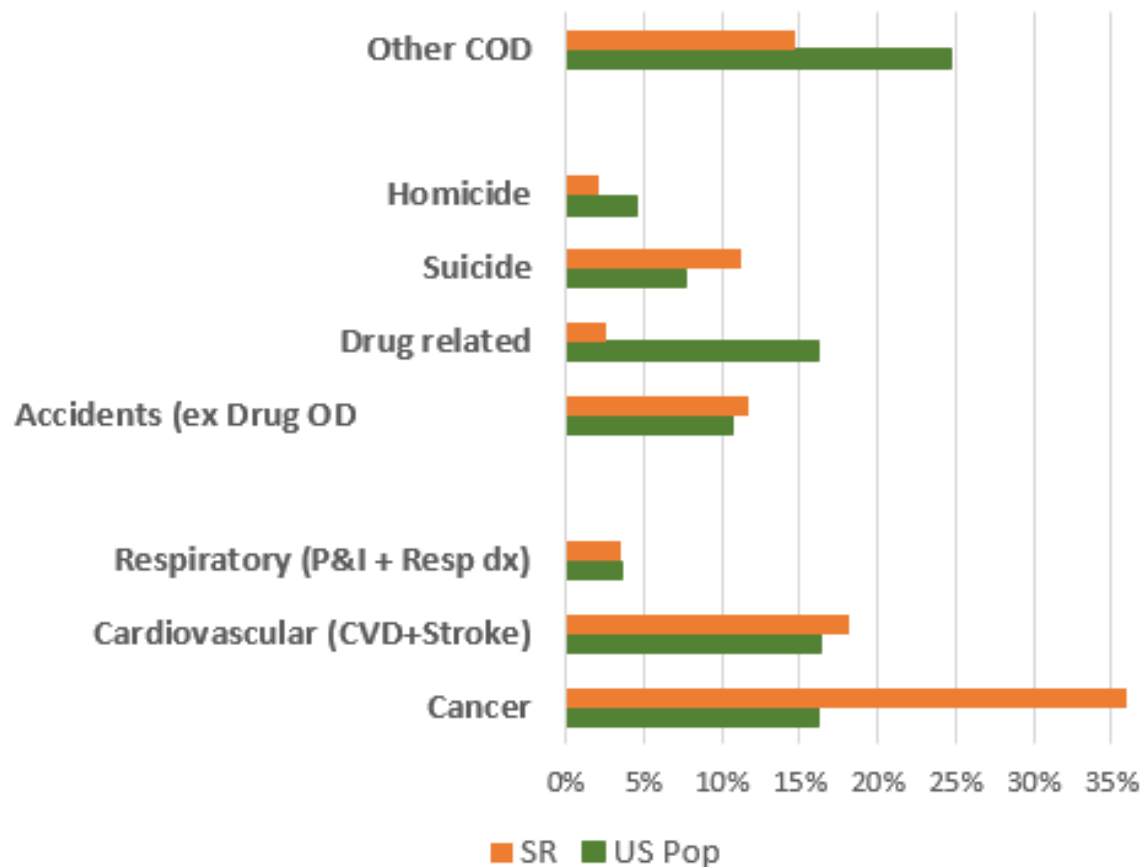


Succeeding  
amid  
Behavioral  
Uncertainty

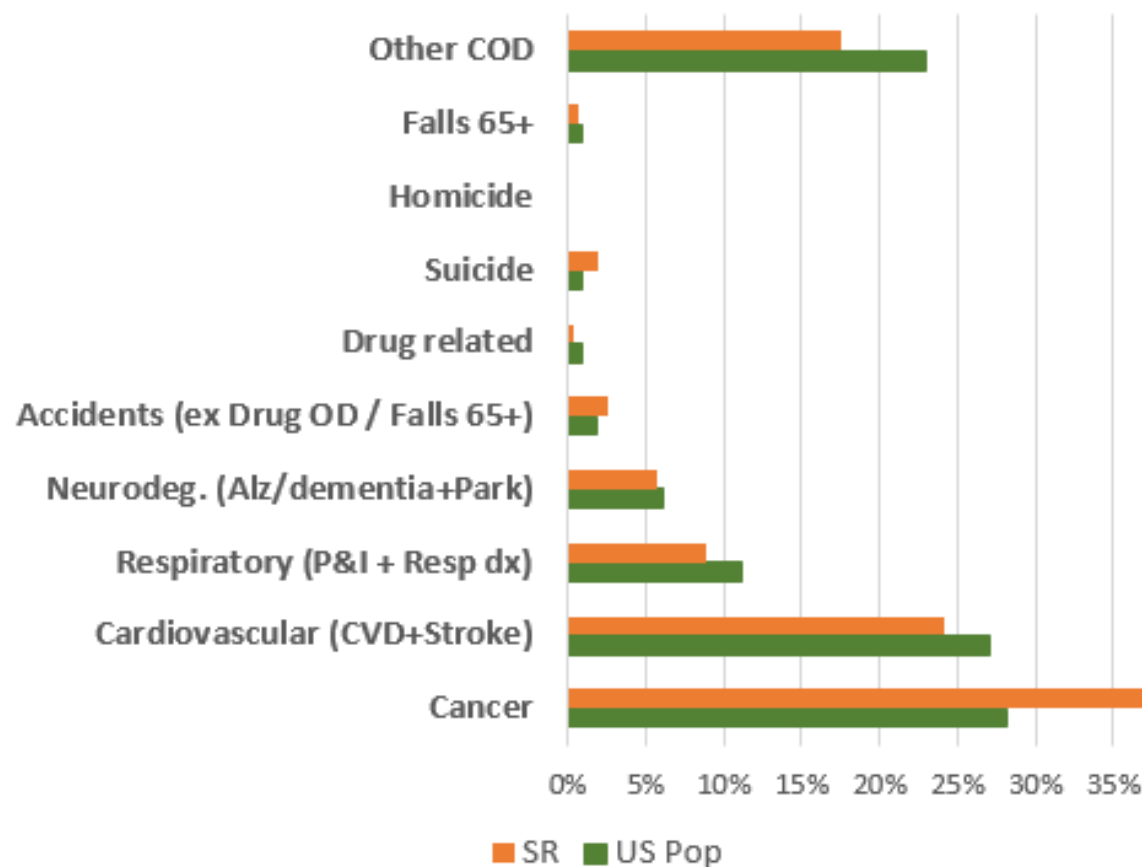


# Population vs. Insured COD proportional comparison

age 18-54



age 55-84





Transitioning  
from  
traditional to  
current  
underwriting  
methods

Trends with  
medical and  
biometric  
influencers

Future of risk  
assessment  
methods  
through  
predictive  
underwriting

## Change in decisions – maintain issued business

- Case count

	Revised Decisions			
Original Decisions		Issue	Decline	Total
	Issue	164K	20K	184K
	Decline	20K	27K	47K
	<b>Total</b>	<b>184K</b>	<b>47K</b>	<b>231K</b>

- Mortality

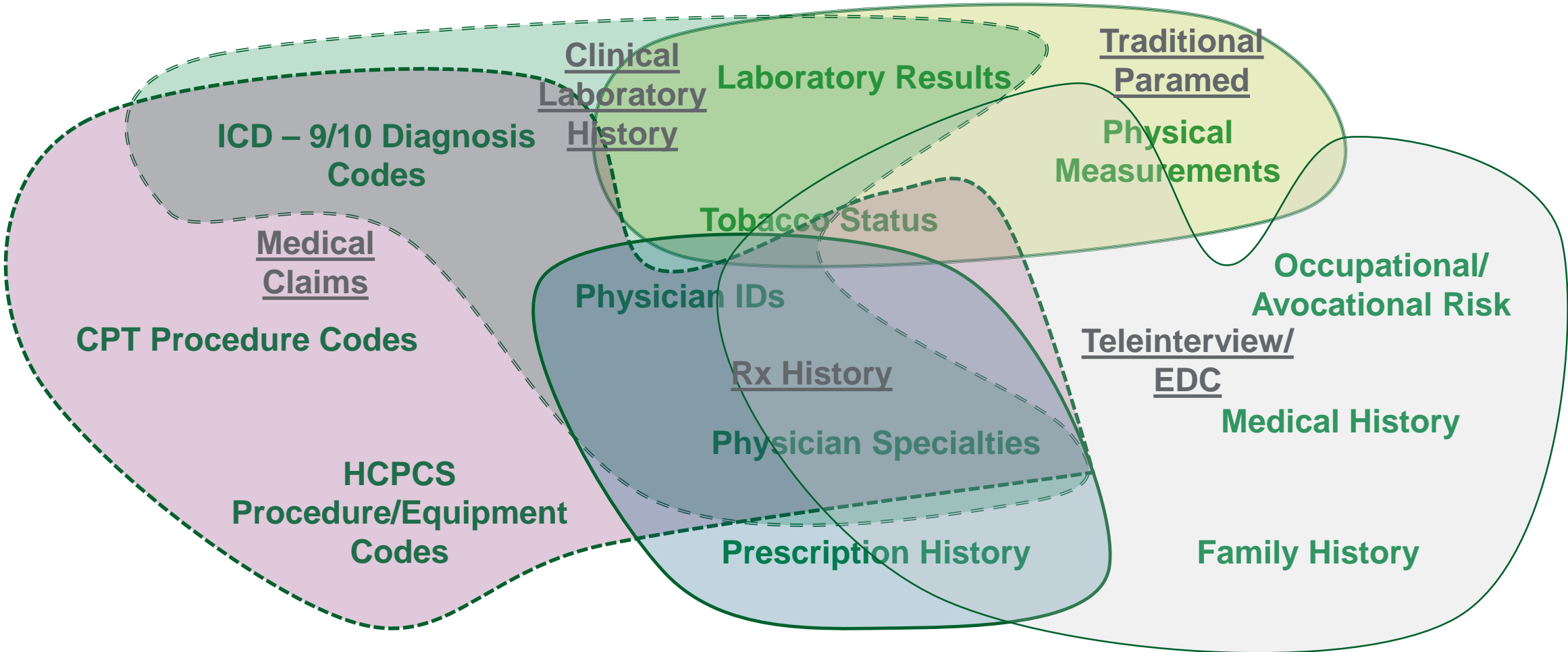
	Revised Decisions			
Original Decisions		Issue	Decline	Total
	Issue	61%	149%	70%
	Decline	82%	352%	215%
	<b>Total</b>	<b>64%</b>	<b>267%</b>	<b>100%</b>

**Incremental profit of \$8.0M**



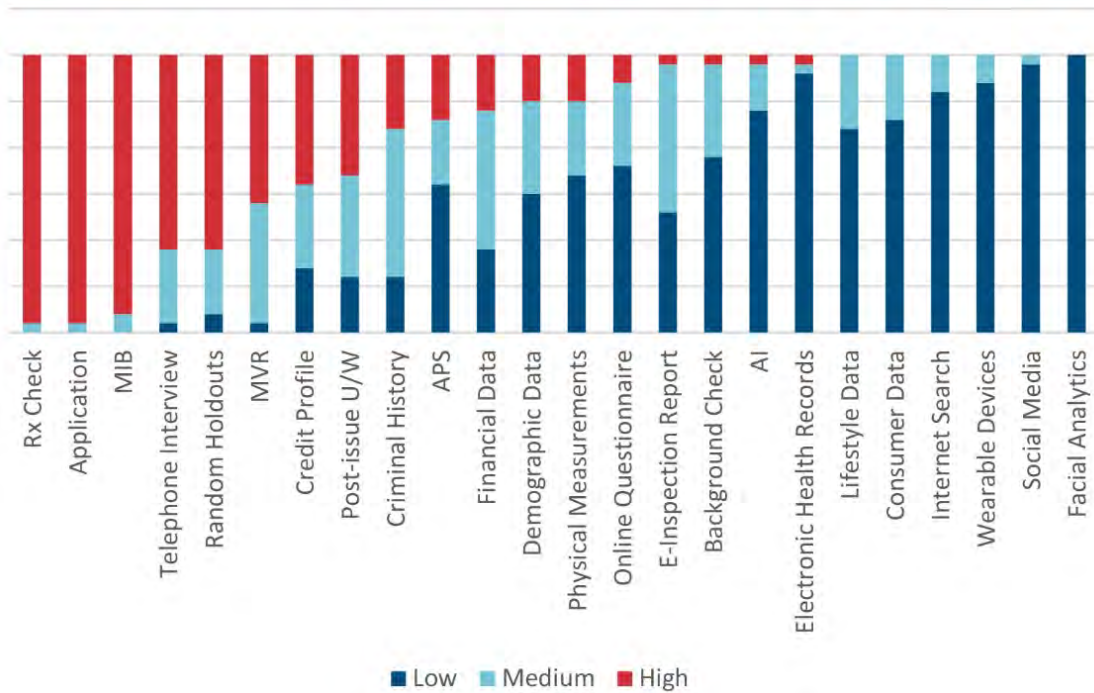
# Medical Data Elements and Sources

## Assembling the Puzzle

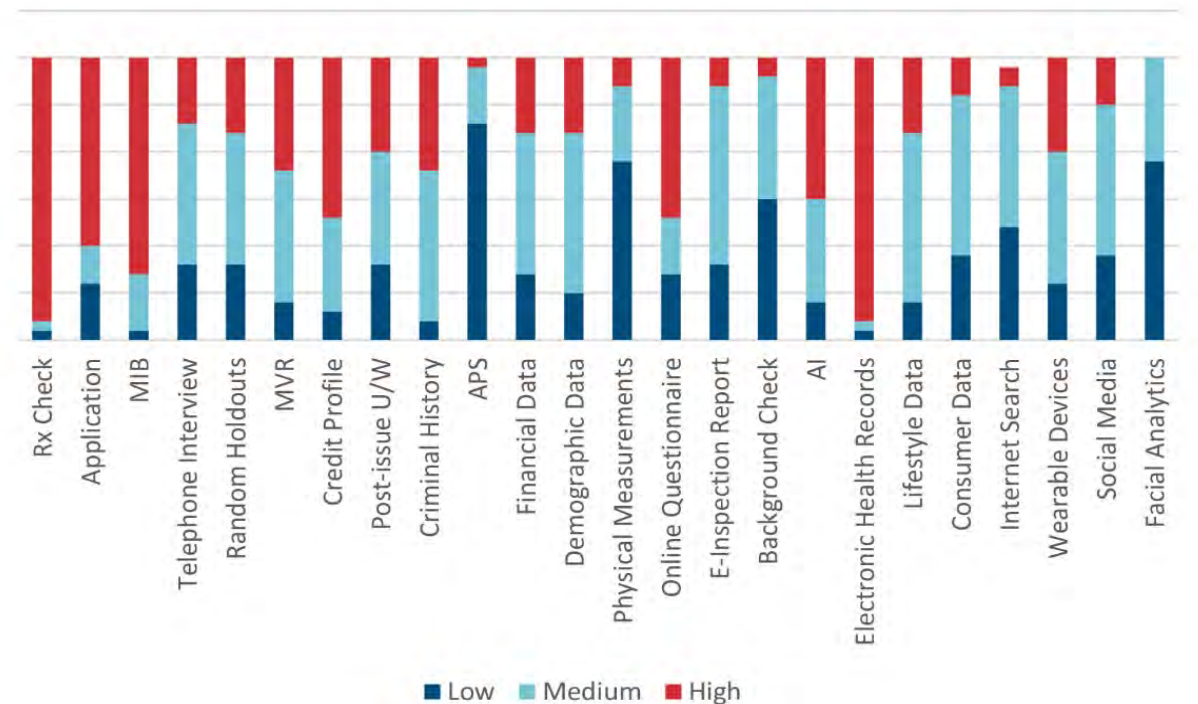


# What data is being used to accelerate underwriting today and in 10 years?

## Importance of data elements used **Now**



## Importance of data elements used **in 10 years**



Source: [Emerging Underwriting Methodologies in a PBR World](#), SOA Webinar, December 18, 2018



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