



SOCIETY OF ACTUARIES

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## BRINGING RESEARCH FRONT AND CENTER

BY GREG HEIDRICH

Research is a fundamental part of what the SOA does. It's an integral piece of our mission statement, "The SOA, through research and education, advances actuarial knowledge and improves decision making to benefit society."

Now, more than ever before, we are focusing on our research activities and stressing the importance of how critical it is that we work on projects that look into the future, that advance our profession, and inform and benefit society.

It's important that our members, our stakeholders and other organizations and businesses know what we're doing in the research arena. So we're shining a spotlight on it now as we migrate into the areas of public policy and other relevant topics ... topics that people really care about today.

In the experience studies world, there are major regulatory changes that are beginning to happen with state insurance regulation in the United States. We need to be there, front and center, to be an integral part of these opportunities to demonstrate how actuaries can be significantly involved in this important work.

How do we step ahead? Thoughtfully, strategically and steadily.

We've been gradually adding pieces to our research area. We now have in-house modeling research capability that didn't exist before. And we just added a researcher in Canada to work in partnership with the Canadian Institute of Actuaries on retirement-related research. In addition, we now have a staff health actuary to produce research in this important area and have increased our experience studies actuarial staff.

To bring all these pieces together, we recently hired Dale Hall, managing director of Research. Dale is doing a great job to bring together the various resources and opportunities we have to highlight the contributions of actuarial research.

Dale will be writing regular columns in *The Actuary* to highlight the important work that is in progress at the SOA. In this issue, he talks about ASIA insurance opportunities. In future issues of our magazine, he'll address new health research and other projects that we'll be spearheading.

We're going front and center with our research endeavors, getting involved in issues that face the public and publicizing member expertise in as many ways as possible. With your knowledge and actuarial expertise, we're making



a significant impact on the actuarial profession and with regard to significant societal matters. Important work is being done here and we're sharing it. **A**

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