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# TAKE NOTE

Here's your source for industry briefings and SOA news. Important headline information, section highlights and current stories—in short, news to note.

## CMS DELAYS AND RISK CORRIDORS

Recently, the Centers for Medicare & Medicaid Services (CMS) made the decision (<http://bit.ly/1JtVRrx>) to delay insurance payout data from the Affordable Care Act (ACA) risk corridors. The program provides credits to insurance companies with enrollees who are part of the newly insured population. CMS noted that the delay was due to discrepancies with risk corridors data (<http://go.cms.gov/1IEpwP2>). CMS originally planned to release the estimated payments information in August 2015, and a new time frame has not yet been announced.

## GOOGLE'S ANSWERS TO AGING

Internet search and technology company Google has received increased attention lately for its involvement with aging and life extension. Check out these *Modern Healthcare* (<http://bit.ly/1UbnWK0>) and *Wired* (<http://wrd.cm/1NEtAlK>) articles, for instance. As part of Google's new formation of parent company Alphabet, there will be other life science projects addressing chronic disease. Founded in 2013, the Google-funded startup Calico Life Sciences LLC, also known as Calico, focuses on aging research. Calico also partners with several different companies on technological advancements for living longer, including on genome research (<http://on.recode.net/1IASGnw>). By the way, Calico's senior staff includes scientist Cynthia Kenyon, a past presenter at the SOA-sponsored Living to 100 Symposium (<http://livingto100.soa.org/>), which gathers together academics, researchers, actuaries and other experts on the topic of living longer.





## CYBERSECURITY FOR CARS

While new automotive technologies, including self-driving cars, are much talked about topics, there is a new discussion brewing around cybersecurity for cars. Read *The Wall Street Journal's* blog post (<http://on.wsj.com/1EgFWR8>) on how someone hacked into a car's software, and the potential risks for both consumers and automakers. This conversation also carries into the possibility of the Internet of Things (<http://bit.ly/1OLYxom>), such as drones, smart homes and medical devices, being at risk from cyber-attack, and the potential impact on companies and society.

## RELATED LINKS

Can Your Car Really Be Hacked?  
<http://yhoo.it/1NgjgT9>

Warning After Security  
Experts Hack Tesla Car  
<http://bbc.in/1IrsXL0>



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## REACHING THE MIDDLE-MARKET CONSUMER

An update from the Marketing & Distribution Section

The Marketing & Distribution Section (MaD) recently published an article in its newsletter, *NewsDirect*, in which the authors explore why “the distributor (not the product) is king” in the voluntary worksite marketplace. The authors explain the intricacies of this market that lead to this conclusion. They discuss their work on segmentation of distributors and provide statistics for the market share held by each distribution type. The authors also provide insight on differing approaches and unique needs for different distribution types, and why one product and one approach might not suit each type of distribution.

Of course, the voluntary worksite sale is one major point of entry to reaching the middle-market consumer. MaD is focused on providing research and access to experts so members may better understand distribution approaches and consumer analytics. Our work has frequently centered on the elusive middle market.

Recently, MaD has produced research reports examining segmentation approaches for younger middle-market consumers—both in the United States and China. The research pursues buyers’ attitudes toward life insurance and why they purchase. This segmentation approach could lead to tailored sales approaches for specific types of consumers, which could result in more efficient distribution organizations.

Currently, MaD is conducting interviews with sales and marketing leaders at insurance companies and agency groups, probing common barriers and pitfalls of reaching the middle market, and gathering insights as to what changes to distribution these experts believe are necessary to really find success in the middle market. We expect to publish a report of our findings later in the year.

Through *NewsDirect*, webinars, LinkedIn discussions, research and meeting sessions, we are attempting to advance the dialogue on current major points of interest in the insurance industry. If you have interest in joining the conversation, I encourage you to become a member of MaD. For further details, please visit our section page on the SOA website, or reach out to me or Jill Klibanov ([J.Klibanov@banklife.com](mailto:J.Klibanov@banklife.com)).

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