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Chairperson's Corner

By Brock Robbins

Customer engagement is a dominant theme within the life insurance industry today. To stay connected, some insurers are beginning to promote and reward healthy choices through innovative product design.

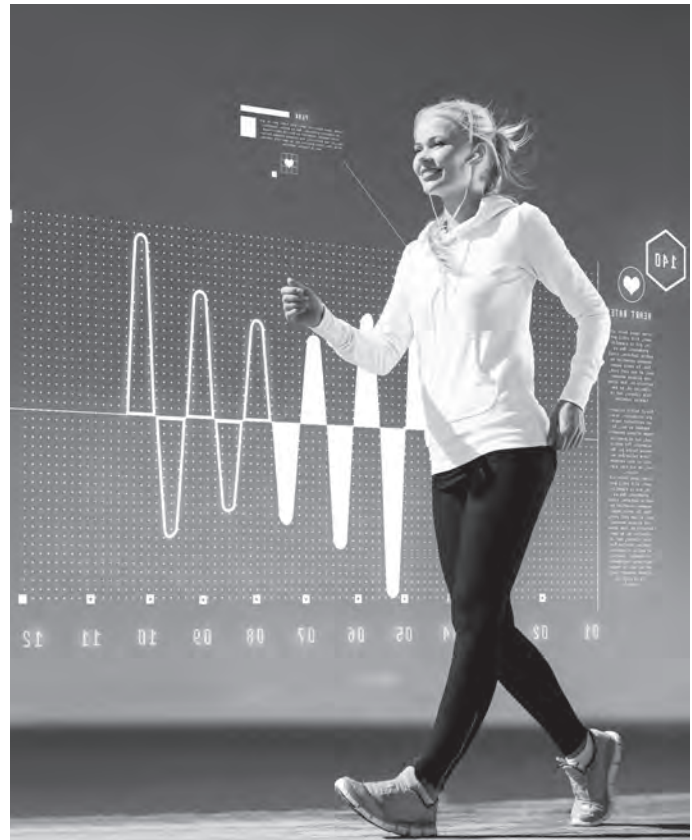
This is an exciting movement because it expands the life insurance value proposition from death benefits to include broader lifestyle benefits. Products that reward policyholders for healthy choices (captured on cell phones and wearable devices) are a path to sustainable customer engagement. Moreover, it presents an opportunity to influence attitudes and change behavior.

Wellness and insurance is a win-win: Policyholders get healthier and life insurers get a better performing book of business.

In this issue of *Product Matters!*, Jennie McGinnis updates section members on the new In-force Management Subgroup. I expect we'll be hearing much more about this topic in the months ahead.

We also feature several other timely and high-interest topics, including

- Product Trends Around the World
- SOA Section Research
- Summary of Term Survey
- Shared Value
- Tax Reform on Life Pricing
- Continuation of PM for Life Insurance



As always, many thanks to our contributing authors. We greatly appreciate your time, efforts and expertise.

We welcome feedback from readers as well as any suggestions for future articles. ■



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