



SOCIETY OF ACTUARIES

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The Underwriting Network—

Track Chairperson's Perspective

by Noreen Guanci

The LTCI Section of the Society of Actuaries is organized into eight networking tracks consisting of actuarial, claims, compliance, group, managerial, marketing, operations and underwriting. Each track is in the process of defining its mission, role, activities and how it plans to benefit its membership. Among the initial activities for the underwriting networking track is development of the newsletter and Web site. The track will also work closely with those responsible for organizing the underwriting track sessions for the conference.

There will likely be many other activities undertaken as member interest and volunteer

energy allows. Some potential activities include a directory of membership from all tracks, a speaker's bureau, a bulletin board with job interests and postings, an organized discussion forum with experts from other areas who can answer technical, non-underwriting LTCI questions.

As this initiative moves forward, this presents a unique opportunity to create our own presence within the SOA. As mentioned, the underwriting networking track is in its infancy; creative ideas and enthusiastic energy are welcomed. If you are interested in participating or have suggestions, please contact Noreen Guanci at nguanci@longtermsol.com. *

Noreen Guanci is president of Long-Term Solutions in Sudbury, Mass. She may be reached at Nguanci@longtermsol.com.

The Marketing Network

by Mike Muench, Marketing Editor

The main focus of the marketing track has been preparing content for the newsletter and Web site as well as discussing our direction and agenda for the coming year. Our overall mission is to reverse the downward trend of LTCI sales by understanding the causes of the downturn and working on solutions. We have a nice mix of marketing types (home office, direct sales, group and reinsurance). So, naturally, we have many opinions on how best to attack the problem! One idea is to work on more awareness through marketing tools and efforts by the government and carriers. Another proposal has been to make a real effort to simplify the LTCI sales process, making it more accessible to agents and customers. If you have a suggestion or comment on either of these ideas, feel free to shoot me an e-mail! *

About our editor:

Mike Muench is the vice president of strategic alliances and a founder of Platinum Services Inc. Incorporated in 1995, Platinum is a Dubuque, Iowa LTCI agency selling with a captive field force of 70 agents, serving both individual and employer markets. Platinum can be found on the Web at: www.pltnm.com.



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