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Up Front with the SOA Staff Fellow

By Joe Wurzburger

The SOA is proud to partner with LIMRA and LOMA to offer a new continuing education opportunity for actuaries: The Supplemental Health & Protection Conference. Taking place September 25–27 in Baltimore, this event promises to be a valuable addition to the complement of continuing education offerings available to LTC actuaries.

For those of you who have attended the jointly-sponsored DI & LTC Insurers' Forum in prior years, this event will feel somewhat familiar. The Supplemental Health & Protection Conference is essentially the expanded and improved version of that event. Continuing education content will be provided for professionals working with accident insurance, critical illness, hospital indemnity, individual disability income, long-term care, and combo products.

With the assumption that you are reading this because of your interest in long-term care, you will be pleased to know that there is a dedicated track for LTC. This means that there will be at least one LTC-related session available during each time slot of concurrent sessions.

For example:

- On the first day of the conference:
 - One session will focus on the outlook for LTC, delivery, and financing. Attendees can expect to hear a variety of viewpoints from a panel of experts, including thoughts about emerging technology and the demand in today's market for viable financing solutions.
 - A session on combo products will examine common structures, benefits, value and risks associated with combining various forms of insurance including but not limited to supplemental health products, long-term care and life insurance.
- On Tuesday, a couple of different sessions look at LTC innovation.



- The first one looks at innovative new products, specifically those being developed to meet the needs of the middle-income market and the retiree market.
- In the second session, a panel of industry experts will debate three product types on the basis of the size of the market opportunity, underwriting differences, policyholder value, company perspective on risk/profitability, actuarial/pricing assumptions and claim handling.
- Also on Tuesday, attendees can hear directly from LTC regulators on topics such as asset adequacy and rate increase consistency.
- A workshop later on Tuesday afternoon will introduce participants to emerging risk mitigation techniques related to interest rates, inflation, and mortality hedging, among other topics.
- On the third day, a couple of different options are available.
 - For attendees who have not yet earned their professionalism continuing education credit for the year, I will be presenting a double session that will get you most of the

way there. Join me for a mix of fun and education as we cover core professionalism concepts and explore challenging situations in the form of case studies.

- Additionally, there is an LTC-specific session that focuses on fraudulent claim detection. This session will explore various considerations for a claim fraud detection program from a legal, company and investigative perspective.

In addition to these compelling concurrent sessions, there are several relevant general sessions.

- Leading off the event will be keynote speaker Luke Williams, professor of innovation and executive director of the Berkley Entrepreneurship Center at New York University's Stern School of Business. He will share his insights regarding disruptive thinking and how to spark transformation in your business.
- Tuesday's keynote speaker will be Susan Dentzer, who is president and CEO of the Network for Excellence in Health Innovation. She will discuss competing and winning in today's health care environment.
- Tuesday's agenda closes with a general session focused on behavioral economics. Much attention has been paid in recent

years to the disruptive impact of the data and digital revolution, but behavioral economics is a newer disruptor that has had significant impact on other industries and is beginning to make its mark in the insurance industry. In this session, Chris Stehno from Deloitte will share concrete examples of the use of behavioral economics in other sectors and will discuss potential applications within the insurance industry.

- A medical director panel will kick things off on Wednesday, giving attendees a glimpse into the minds of these talented professionals. They will focus, in particular, on recent trends, challenges they face and what keeps them up at night.

All of this plus plenty of opportunities to network makes the Supplemental Health & Protection Conference an event you don't want to miss. For more details and to register, visit www.soa.org/calendar.

I hope to see you there. ■



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