



SOCIETY OF ACTUARIES

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# News Direct Newsletter

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## NONTRADITIONAL MARKETING SESSIONS AT THE NEW YORK ANNUAL MEETING (cont'd)

### TUESDAY, OCTOBER 26

2:30 p.m. – 4:00 p.m.  
Specialty Track: NTM

#### FROM WIDGETS TO INSURANCE—APPLYING THE SIX-SIGMA PROCESS

We all think we know how to develop insurance products. Maybe, maybe not. This case study will explain General Electric's Six-Sigma process, originally designed for manufacturing industries, and how it can be applied to the insurance industry.

Attendees gain an understanding of better ways to develop and implement new nontraditional (and traditional) products.

This session is designed for attendees who have moderate experience with the subject.

### TUESDAY, OCTOBER 26

5:30 p.m. – 7:00 p.m.  
Specialty Track: NTM

#### NONTRADITIONAL MARKETING SECTION WINE AND CHEESE RECEPTION

The Nontraditional Marketing Section invites all section members and their registered guests to an informal wine and cheese reception to enjoy networking and meeting the new and retiring section council members. Please join us and express your wishes for section activities and programs.

The reception is open to section members and their registered guests only. There is a nonrefundable charge of \$10 per person. Please include the additional fee with your registration. ■

## DESIGNING YOUR NONTRADITIONAL PRODUCT FROM START TO FINISH

BY ROBERT STONE

Utilizing an interview format, this NTM sponsored session in San Antonio saw Kevin Howard (Empire General) and Dave Dorans (Transamerica) interviewed by moderator Rob Stone. The interview covered various product design topics, focusing where possible on how nontraditional product design differs from the general case. Questions and the resulting discussion included input from the audience, ranging from how product ideas are generated to sizing up the competition, to managing the marketing/pricing actuary relationship. The two interviewees also shared some examples of successes and challenges they've faced in past projects. Special thanks to Kevin, Dave and the audience participants for making the session work! For more information on this session, contact Rob Stone at [Rob.P.Stone@aul.com](mailto:Rob.P.Stone@aul.com). ■