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# Letter From the Editor

By Ailen Okharedia

Welcome to the May 2017 edition of *NewsDirect*. My name is Ailen Okharedia and I am the new editor of *NewsDirect*. Many thanks to Jill Klibanov, my predecessor for her service to this publication and making it what it is today. I am particularly enthusiastic about the wave of innovation taking place in our industry. Digitization, big data, behavioral economics, all present interesting opportunities to bring positive change to our industry.

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In this edition, we have articles that cover a wide range of topics including:

- “Defining Direct—What does Direct-to-Consumer mean for Financial Services?”
- “The Possible Effects of Negative Interest Rates on the U.S. Life Insurance Industry”
- “A New Senior Benefit—Accidental Death”
- “Insurance is Sold, not Bought—But Why? and Lessons Learned from *Nudge*, by Thaler and Sunstein” (Book Review)

The articles in *NewsDirect* come from volunteers, and very often from members of our own Marketing and Distribution (MaD) Section. Have you ever wanted to become a published author? We are always looking for people to with fresh ideas and new perspectives on topics that are relevant to our MaD mission to contribute articles to *NewsDirect*. If you have an idea for an



article that you’d like to write, please contact me or any MaD council member.

Also, I would love to get feedback on this edition from anyone who reads any or all of the articles. What did you like? What would you like to see in the next edition? Do you have suggestions for particular authors or subjects? What changes could we make so that you receive the most possible value from reading *NewsDirect*? Please drop me a note to let me know what you think.

I hope you enjoy this edition of *NewsDirect*!



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