



Article from

**NewsDirect**

May 2018

Issue 76

# Letter From the Editor

By Ailen Okharedia

Welcome to the May 2018 edition of *NewsDirect*. We have a collection of interesting, informative and very topical articles in this issue.

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

- “Changing the Status Quo Bias: Applying Behavioral Science as a Win-Win for Insurers and Clients,”
- “So Your Startup Wants to Sell Insurance—Agencies, MGAs and Carriers,”
- “A New Age of Insurance Marketing”
- “The Super Insurance Agent” and
- A selection of important MaD Happenings for 2018.

Have you ever wanted to become a published author? At *NewsDirect* we are always looking for people to contribute articles with fresh ideas and new perspectives on topics that are relevant to our MaD mission. 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 let me know what you think.

I hope you enjoy this edition of *NewsDirect*! ■



Ailen Okharedia, FSA, MAAA, is an actuarial manager at PwC Actuarial Services. He can be reached at [ailen.a.okharedia@pwc.com](mailto:ailen.a.okharedia@pwc.com).