



**SOCIETY OF
ACTUARIES**

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Letter From the Editor

By Mark A. Sayre

Greetings, readers! An entire summer has passed since our last newsletter, and I hope that you all found some time to relax, spend time with friends and family, and beat the heat with a trip to your favorite summertime spot. The end of summer is always difficult—and not just because we don't publish a summer issue of *News Direct*. Fortunately, the return to fall brings some joy, first among them our special fall newsletter with an exciting new theme: The Future of Distribution. In this issue, our writers explore the changing landscape of insurance distribution, the rise of online direct-to-consumer models, and tensions between the old and the new. Here is a brief summary of what you can expect:

- **“The Future of Insurance—Reaching Deeper Into Lives and Businesses.”** In our opening article, Denise Garth outlines the changing customer landscape, the proliferation of platforms, and the trend toward curated, highly personalized solutions. Garth challenges us to think differently about the relationship between the company and the customer, understanding that the future of commerce happens where customers are, not where companies want them to be. This article sets a broad vision for the future, paving the way for our other writers.
- **“Individual Insurance: Does a Multiple-Channel Approach Make Sense?”** With the proliferation of new channels, it is natural to wonder which one will be most successful. Or perhaps, as Dameon Wilson argues in his article, companies need to position themselves to succeed in multiple channels, if they aspire to serve a broad range of customers looking for a wide range of experiences. Wilson first educates the reader on the three major categories of distribution, before outlining some recent trends in customer researching and purchasing behavior.
- **“DTC: Direct-to-Consumer, Definitions to Conclusions.”** Next, Nick Ortner takes the reader on a deeper exploration of the direct-to-consumer (DTC) channel in



particular. He teaches the ABCDs of DTC and the different roles that insurance carriers play within this complex channel. He outlines some key considerations that businesses must keep in mind as they invest directly and indirectly in DTC models.

- **“How DTC and Adviser Channels Can Get Along.”** Finally, Wade Seward dares to speak the unspeakable—that perhaps DTC and adviser channels don't have to be at odds with each other. Seward outlines key considerations for companies that are developing omni-channel capabilities, and he prompts readers to even think about ways in which supporting these two distinct channels can provide benefits on both sides.

We hope that these articles are educational, informative and thought-provoking. And if you're looking to learn more about the future of distribution, please keep an eye out for our sessions as this year's Society of Actuaries (SOA) Annual Meeting & Exhibit in Toronto, as well as our upcoming webinar on December 10, in which we will discuss professional and ethical considerations for actuaries working in marketing and sales roles. ■



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