



SOCIETY OF ACTUARIES

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Primary writers cont'd

Perhaps it's time to rethink this focus, directing additional resources to reaching the consumer and rebuilding our own credibility.

The reason we at Lincoln National are watching all these issues so closely is that the viability of our clients depends upon them, of course. However, reinsurers have issues of their own to deal with, which will in turn affect primary insurers.

Life-health reinsurance remains highly competitive, although there are some signs of corporate disillusionment across the industry with the level of margins and mortality volatility experienced by reinsurers. Most reinsurers continue to jockey for market position, intensifying the competitive environment in a level or declining market.

You probably also know that the regulatory environment is changing drastically for reinsurers. Today, new regulations are proliferating. For a variety of reasons, the scrutiny of reinsurance has increased in recent years – all of which has resulted in numerous actions by various insurance regulators, including the National Association of Insurance Commissioners.

I've shared with you the factors I believe will shape our industry in the 1990s. Granted, we face some difficult challenges. However, I feel certain the innovators will find ways to meet the market opportunities. Moreover, we have several important factors in our favor. The industry still has a tax-favored status as a significant product advantage. Its distribution channels, despite some faults, continue to improve their effectiveness in reaching the various markets.

More than ever, primary insurance companies will recognize their reinsurer as a partner in their success. The two will work together to design products and exploit marketing opportunities.

I know there are plenty of industry analysts who warn, "The sky is falling! The sky is falling!" I see it differently. For reinsurers and their clients working together as true partners, the sky's the limit.

Thomas M. West is President, Lincoln National Life Reinsurance.

FACTUARIES

by Deborah Poppel

This is another in a series of profiles of members of the Society's Board of Governors.



Name: Michael R. Winn.

Birthday: December 30, 1942.

Birthplace: Kansas City, Kansas.

Current hometown: Overland Park, Kansas.

Current employer: Lewis & Ellis, Inc.

Marital status: Married to Delores.

My first job was: A struggling actuarial student at Bankers Life Nebraska (renamed Ameritas).

I'd give anything to meet: Mikhail Gorbachev to discuss his views of the political future given recent events in Communist-controlled countries. I'd have to brush up on the Russian I took in college.

The number of exams I flunked: One, after attaining my Associateship.

The last movie I saw: *Batman*.

Nobody would believe it if they saw me: Watching my alma mater, the University of Kansas, winning the games leading to its 1988 NCAA national championship.

The TV show I stay home to watch: I watch only news, some football and basketball, and maybe a movie.

If I could change one thing about myself, I'd: Be a much more patient person immediately.

When I'm feeling sorry for myself, I: Convince myself to overcome the source of my sorrow.

My fantasy is: To complete several large acquisition transactions on the same day.

If I could do it over I'd: I don't think I would make any major changes, only minor ones.

My proudest actuarial moment was: Being elected a Vice President in the Society of Actuaries.

The best time of my life: Is when Delores and I have a nice vacation.