The SERFF Advisory Board met in New York, NY, Aug. 3, 2019. The following Advisory Board members participated: Barbara D. Richardson, Chair (NV); Lori K. Wing-Heier (AK); Chlora Lindley-Myers represented by Mary Mealer (MO); Mike Causey represented by Ted Hamby (NC); Birny Birnbaum (Center for Economic Justice—CEJ); Rena Brown (Anthem, Inc.); Andrea Davey (Athene Annuity and Life Company); Tony Pedoto (Great American Insurance Company); and Karen Schutter represented by Sara Dubsky (Interstate Insurance Product Regulation Commission—Compact). Also participating were: Sarah Neil (RI) and Kent Sullivan (TX).

1. Reviewed its Spring National Meeting Minutes

There were no changes to the Advisory Board’s April 6 minutes (Attachment One).

2. Received a Report on SERFF Activity

Joy E. Morrison (NAIC) reported on System for Electronic Rate and Form Filing (SERFF) activity (Attachment Two). The SERFF team has introduced two releases since the Spring National Meeting. These releases included: 1) the implementation of a click license agreement; 2) the expansion of post submission updates to cover State Specific Fields, Submission Type, and Filing Description; 3) the addition of Form Name to advance search; 4) the addition of Company Tracking Number to the industry electronic funds transfer (EFT) report; 5) the ability for NAIC staff to temporarily suspend filing submission on a SERFF industry instance; and 6) enhancements to the SERFF Integration Services.

Work continues to prepare to move the SERFF application to Amazon Web Services (AWS) as part of the larger NAIC initiative to shift workloads to the cloud. The SERFF Product Steering Committee (PSC) has not met this quarter, but planning for the next conference call is underway.

As of June, 280,778 filing transactions have been received. Plan Management has also seen an increase in submissions; 20,394 plan transactions were received through the end of June. This is 35% higher than projected at this point in the year. The spike in transactions in May is related to federal Affordable Care Act (ACA) plan submissions and the submission window deadline being moved forward in 2019.

The SERFF marketing and implementation team participated in the NAIC/NIPR Insurance Summit in Kansas City, MO, in June, and it is currently preparing for the Association of Insurance Compliance Professionals’ (AICP) Annual Conference in Denver, CO. Staff will sit on a panel, as well as participate in the roundtable sessions with users, to answer questions and discuss enhancements and upcoming improvements to the SERFF application. The marketing staff will also host a booth in the Exhibit Hall.

Mr. Birnbaum asked for an update on his enhancement request to indicate, in SERFF Filing Access (SFA), public access filings that have some portion of the filing redacted. Ms. Morrison reminded the Advisory Board that work had been tabled pending SERFF’s redesign. Mr. Birnbaum requested that it be reconsidered and prioritized with other interim fixes being considered. Ms. Morrison said the estimate for the enhancement should be reviewed and probably put before the states again to confirm that the scoped enhancement will also meet their needs. The Advisory Board requested that this effort be undertaken.

3. Received an Update on the Data Hosting Solution

Ms. Morrison said the fiscal for the data hosting solution had been approved by the NAIC membership on Aug. 3. As requested by the Advisory Board, three conference calls were held in July to allow non-hosted companies an opportunity to ask questions about the proposal. Questions about pricing were most frequent, and that information could not be provided because the fiscal had not yet been approved. The options for both hosted and non-hosted customers were presented, and questions were answered regarding those choices. There were over 500 lines spanning the three calls, so a good number of customers joined. Only 15% of all customers are hosted. Customers also asked about paper filings, and they were assured that the NAIC is working with both hosting vendors to determine the best way to migrate those filings to the NAIC database. Customers were told that the current plan is to stop replicating data to the hosting vendors when their contracts expire in late October 2019.
Ms. Morrison also reported that staff had conducted conference calls with both hosting vendors in an effort to keep them current with the approval process. Both vendors have requested extensions; however, thus far, the NAIC has opted to adhere to the original plan. NAIC staff continue to work on planning for the transition. Outreach to all customers will occur in August with as much information about the transition as can be provided. Mr. Pedoto expressed concern that the fiscal projected nearly $1 million in revenue for 2020, with little expenditure on the NAIC’s part. He suggested that fees be changed to reduce the revenue from this project. The Advisory Board agreed to review data hosting fees and the revenue received in 2020 prior to the 2021 budget cycle.

Commissioner Sullivan asked if data hosting was part of a larger NAIC strategy to pull services into the NAIC. Ms. Morrison said this was not part of a strategy to move services as much as it was a desire to simplify the architecture of the system.

4. Discussed PSC Membership

Ms. Morrison referred to the PSC Membership Memorandum (Attachment Three), and she said staff is requesting that existing members be allowed to serve another year since there was not much activity for the group during the past year of service. Affected members have been contacted, and they are willing to serve the longer term. The Advisory Board requested, for the sake of continuity, that the members be extended for a full term. This would prevent too much turnover in any one of the next three years.

Having no further business, the SERFF Advisory Board adjourned.

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The SERFF Advisory Board met in Orlando, FL, April 6, 2019. The following Advisory Board members participated: Barbara D. Richardson, Chair (NV); Lori K. Wing-Heier (AK); Chlora Lindley-Myers (MO); John G. Franchini represented by Robert Doucette (NM); Mike Causey represented by Ted Hamby (NC); Birny Birnbaum (Center for Economic Justice—CEJ); Rena Brown (Anthem, Inc.); Andrea Davey (Athene Annuity and Life Company); Tony Pedoto (Great American Insurance Company); and Karen Schutter (Interstate Insurance Product Regulation Commission—Compact).

1. Reviewed its 2018 Fall National Meeting Minutes

There were no changes to the Advisory Board’s Nov. 15, 2018, minutes (Attachment One).

2. Received a Report on SERFF Activity

Joy E. Morrison (NAIC) provided a brief orientation for new members, explaining the Advisory Board’s purpose and role in assisting with direction for the NAIC System for Electronic Rate and Form Filing (SERFF) application.

Bridget Kieras (NAIC) reported on SERFF activity (Attachment Two). SERFF 7.37.2 was released March 14. This release included enhancements for the Compact, the addition of the SERFF tracking number to several views, the ability for the states to export filing contact data and a Filing Type search in Filing Rules, along with some minor bug fixes.

The SERFF Product Steering Committee (PSC) met in January. The PSC discussed recently completed and in-progress work and heard updates on scheduled enhancements, the status of plan management, the SERFF cloud migration and the process for submitting enhancement suggestions.

Through February, SERFF has received transaction volume slightly above budget, roughly 3% higher than expected at this point in the year. Moreover, a spike in transaction volume is anticipated in May related to federal Affordable Care Act (ACA) plan submissions.

SERFF staff members will be preparing for the Association of Insurance Compliance Professionals’ (AICP) Western Chapter Education Day in San Francisco, CA. The team will also be preparing for the NAIC/NIPR Insurance Summit, which is being held June 3–7 in Kansas City, MO. There will be a SERFF session available for attendees, as well as an exhibit booth hosted by the SERFF marketing staff.

3. Received a Proposal for the Data Host Solution

Ms. Morrison discussed the proposal for the data hoster solution as the NAIC moves SERFF to the cloud (Attachment Three). The proposal combines industry customer feedback, the states’ needs and consultation with NAIC leadership in order to determine the most cost-effective and beneficial solution for the migration.

With consideration from industry-hosted customers and the NAIC Legal Division, the Advisory Board recommended that the NAIC move forward with its plan to host industry customer SERFF data at the NAIC. NAIC staff were asked to hold a conference call with the purpose of outreach and a training opportunity to allow non-hosted SERFF industry customers an opportunity to ask questions about the plans for NAIC data hosting.

Having no further business, the SERFF Advisory Board adjourned.
SERFF Activities Report

SERFF Development

SERFF Production Releases
Since the Spring National Meeting, the System for Electronic Rate and Form Filing (SERFF) team has introduced two releases to production. SERFF 7.38.1 included the implementation of a click license agreement; the expansion of post submission updates to cover State Specific Fields, Submission Type, and Filing Description; the addition of Form Name to advance search; and several bug fixes.

SERFF 7.40.2 included fixes and enhancements for the SERFF Integration Services, the addition of Company Tracking Number to the industry electronic funds transfer (EFT) report, the ability for NAIC staff to temporarily suspend filing submission on a SERFF industry instance, and several bug fixes. The release also included some minor enhancements to SERFF Filing Access (SFA), including links from SFA to the Product Coding Matrix (PCM), the ability to download expendable markup language (XML) files for Plan Management templates, additional submission date information, and better viewing of Correspondence attachments.

Work in progress includes security enhancements, preparations for the expected retirement of the existing data hosting platform, functionality to support the recently approved policy to expire pre-paid filing transaction blocks, and operational work to improve testing.

Upcoming Development
Work continues to prepare to move the SERFF application to Amazon Web Services (AWS) as part of the larger NAIC initiative to shift workloads to the cloud. SERFF is not slated as an NAIC Tier 1 application; i.e., those products and services that will move in the first wave of the NAIC cloud migration.

Pending final approval of the fiscals for changes to SERFF data hosting and payment options, the team will spend much of the remainder of the year on these two initiatives. Additional capacity will be used for operational work, including enhancement requests from users.

SERFF Product Steering Committee
The SERFF Product Steering Committee has not met since the Spring National Meeting, but planning for the next conference call is underway.
SERFF Marketing/Implementation

SERFF Transaction Volume
SERFF is projected to receive 569,600 transactions in 2019; SERFF has experienced an increase in rate and form filing submissions across all lines of business, and it has currently surpassed projections by 1.5%. As of June, 280,778 filing transactions have been received.

Plan Management has also seen an increase in submissions; 20,394 plan transactions were received through the end of June. This is 35% higher than projected at this point in the year. The spike in transactions in May is related to federal Affordable Care Act (ACA) plan submissions and the submission window deadline being moved forward in 2019. We expect to continue to see additional plan submissions through July.

SERFF Marketing Activities/Events
The SERFF marketing and implementation team participated in the NAIC/NIPR Insurance Summit in Kansas City, MO in June, and it is currently preparing for the Association of Insurance Compliance Professionals’ (AICP) annual conference in Denver, CO. Staff will sit on a panel, as well as participate in the roundtable sessions with users, to answer questions and discuss enhancements and upcoming improvements to the SERFF application. The marketing staff will also host a booth in the Exhibit Hall.

SERFF State Implementation
The implementation team has finalized the process of gathering documentation and requirements for plan year 2020 for the ACA submissions. All states utilizing SERFF for Plan Management are now configured, and they have started to receive binder submissions. NAIC staff has also updated contacts for the SERFF State Participation Page.

Effective Jan. 1, 2019, the Speed to Market (EX) Working Group has adopted new changes to the product code matrices (PCMs). The changes include one Type of Insurance (TOI) and sub-TOI for property/casualty (P/C), as well as five TOIs and 15 sub-TOIs for life and accident & health (A&H). The implementation team is in the process of communicating with the states that would like to enable these changes. Nearly 85% of the states are ready to receive filings under these new TOIs.

SERFF Filing Access
SFA is now in production for 47 states and the Interstate Insurance Product Regulation Commission (Compact). Hawaii implemented SFA in May 2019. As the last state using the health Filing Access Interface (the prior public access portal), Hawaii’s move has allowed the NAIC to undeploy and retire that portal. 47 states are now utilizing SFA in at least one area of business.
Attachment Two
SERFF Advisory Board
8/3/19

SERFF Dashboard for July 2018 - June 2019

Transaction Counts - Year over Year

Logins

Industry 2,903,407
State 846,302

Filing Experience

SERFF Filing Access Searches

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Memorandum

To: SERFF Advisory Board

From: Bridget Kieras, Senior Manager II – Filing Solutions

CC: Joy E. Morrison, Assistant Director – Filing Solutions

Date: July 2019

Re: PSC Membership

Per the charter of the System for Electronic Rate and Form Filing (SERFF) Product Steering Committee (PSC), the SERFF Advisory Board is asked to review and provide feedback relating to the appointment of new members.

Generally, one third of the PSC seats expire every year and new members are selected to serve a three-year term. However, the SERFF staff is recommending a different approach this year. Because of other priorities, few user driven enhancements have been made over the last few years, and the PSC has not been very active. Over the last six months, that trend has begun to change and more enhancements are expected to flow through the development lifecycle moving forward. Accordingly, staff recommends that one year be added to all PSC seats, with the normal turnover process to resume next year.

A chart showing the new term expirations this change would cause is below. The members highlighted are those that would have expired this year.

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* Indicates PSC Chair