

Marketing

Automation in Distribution

Our Way Forward



15th Annual Intercompany Long Term Care Insurance Conference

Introduction of Speakers



Bob Harding – Mutual of Omaha, I/S Director

Sandra Latham – LTCl Partners, Principal,
Project Manager

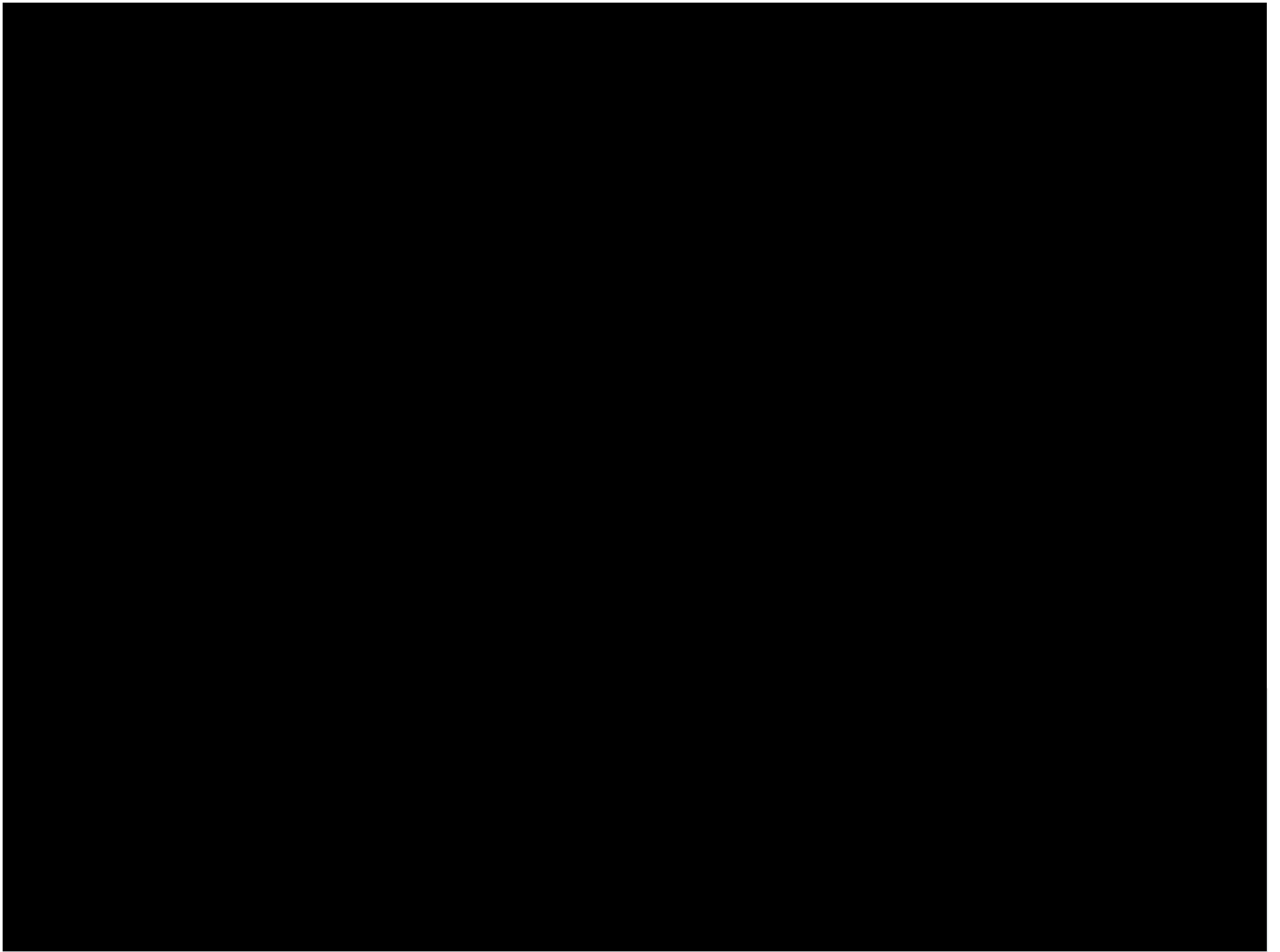
Ken Leibow – Genworth, Director of
Operations

Alex Ritter – Art Jetter & Company, LTCl
Sales Director

- Where are we today?
- How did we get here?
- What are our biggest accomplishments, and biggest failures?

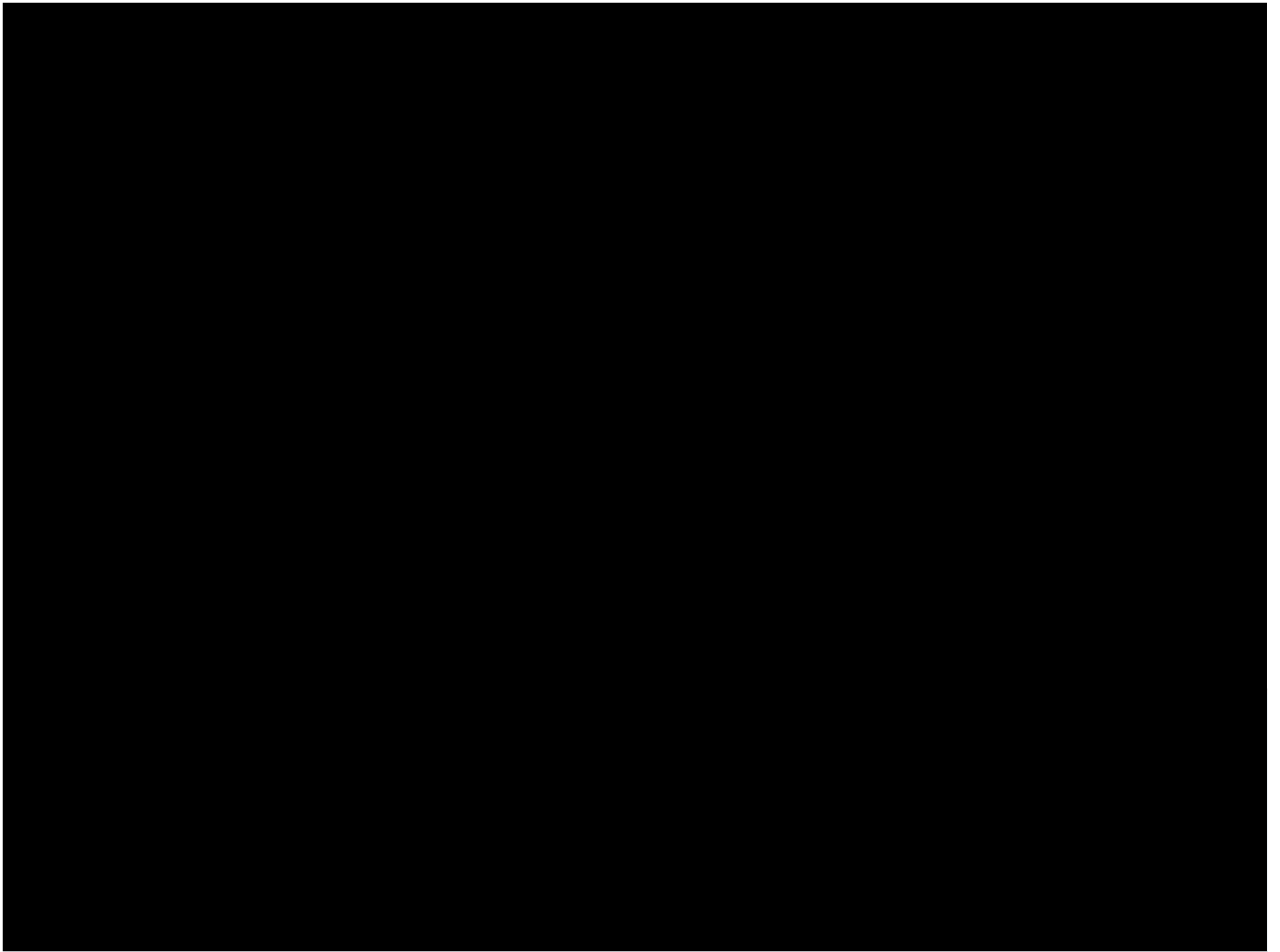
What is your affiliation?

1. Carrier
2. Distributor
3. Vendor
4. Producer
5. Other



What is the biggest challenge we face in achieving greater adoption of technology?

1. Aging Distribution
2. Lack of standardization (everyone doing their own thing)
3. Technology doesn't improve operating efficiency, bottom line
4. Lack of incentive to do so
5. Compliance issues such as those within the big wirehouses.
6. Other



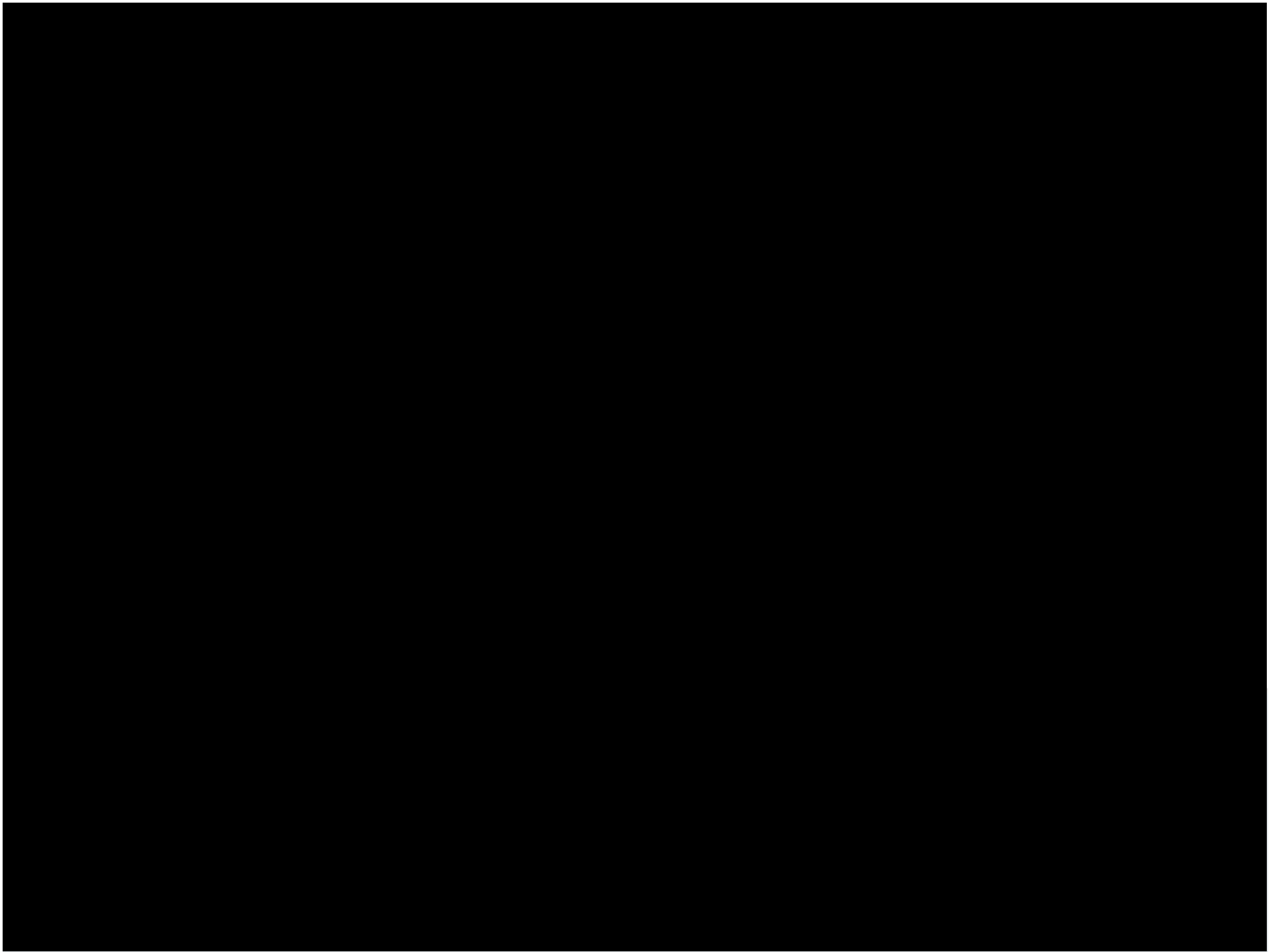
What is the single most important technological advancement our industry should focus on to increase sales revenue?

1. Carrier specific mobile applications
2. Mobile underwriting
3. Mobile quoting
4. Standardized E-applications
5. Other



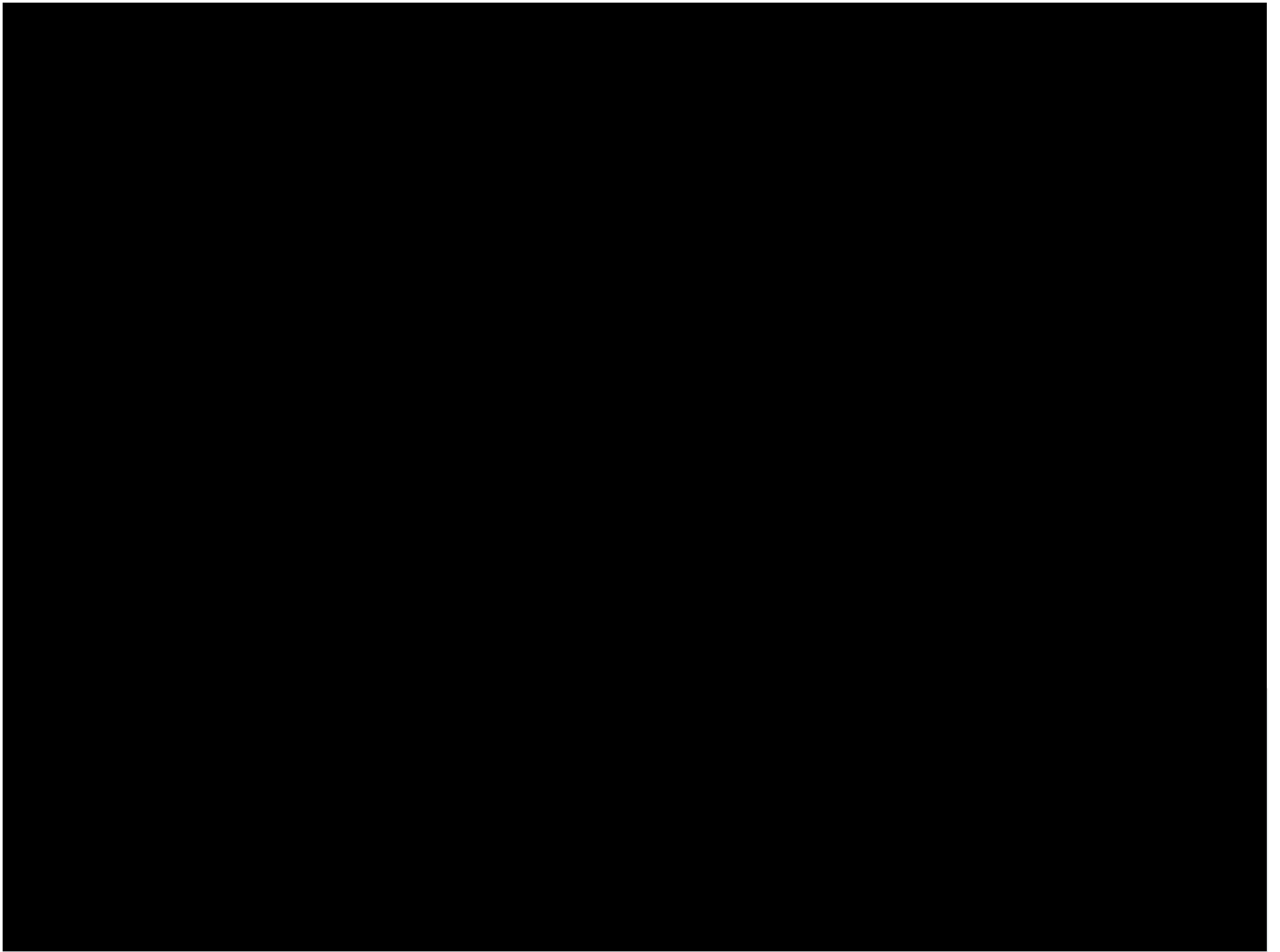
What technological investment would make your operations more productive?

1. Contracting & CE Straight Through Process
2. E-Applications
3. Drop Ticket
4. Pending Case Downloads
5. Other



How many producers are using Mobile devices, like a tablet and smart phone, instead of a laptop?

1. Less than 25%
2. 26%-50%
3. 51%-75%
4. Greater than 75%



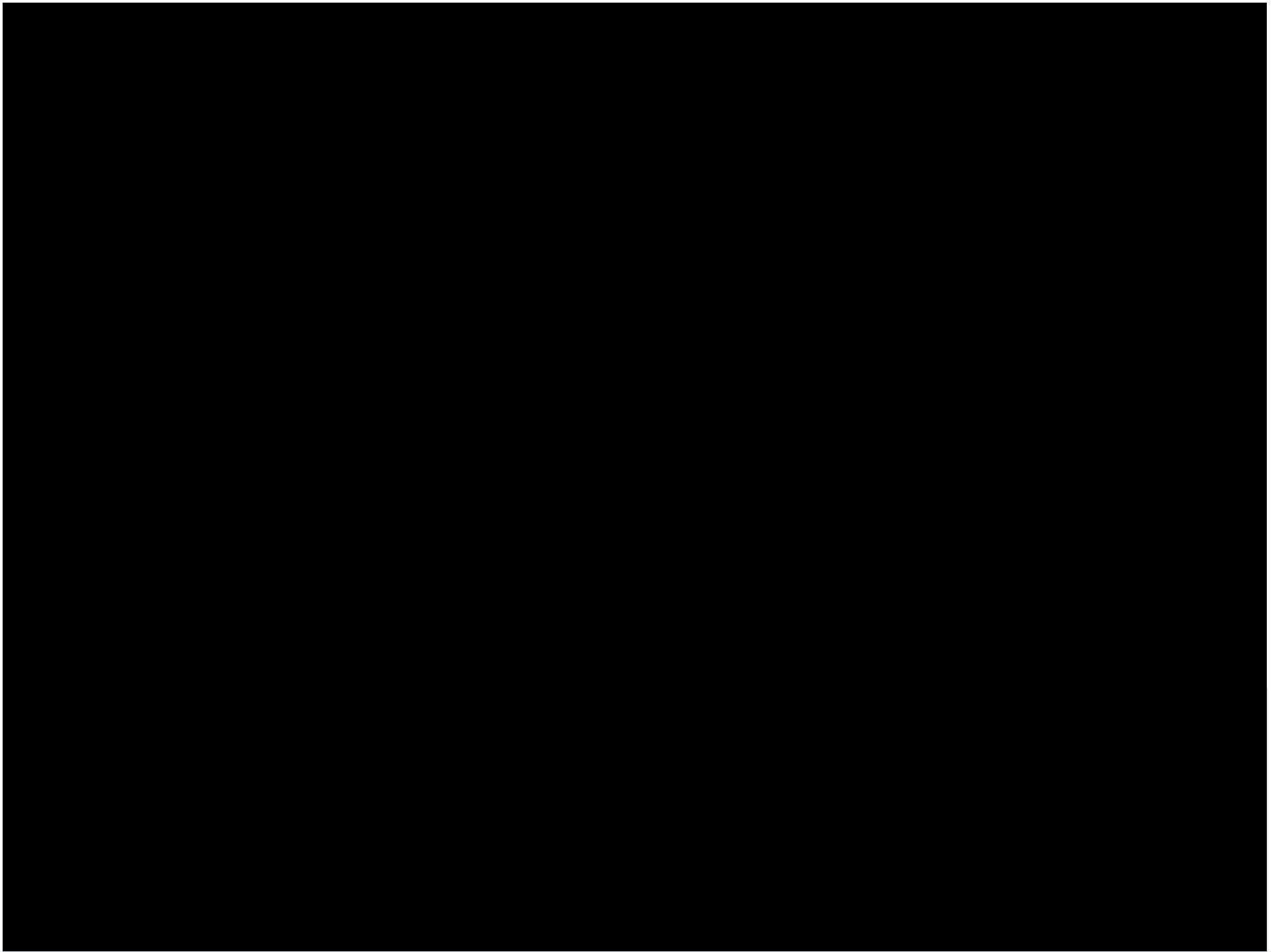


By a show of hands ..

- Are commission data feeds important to you?
- Is an online tool to check producer licensing and training important to you?

Placement ratios have become an issue within the last year. What would help distribution improve field underwriting?

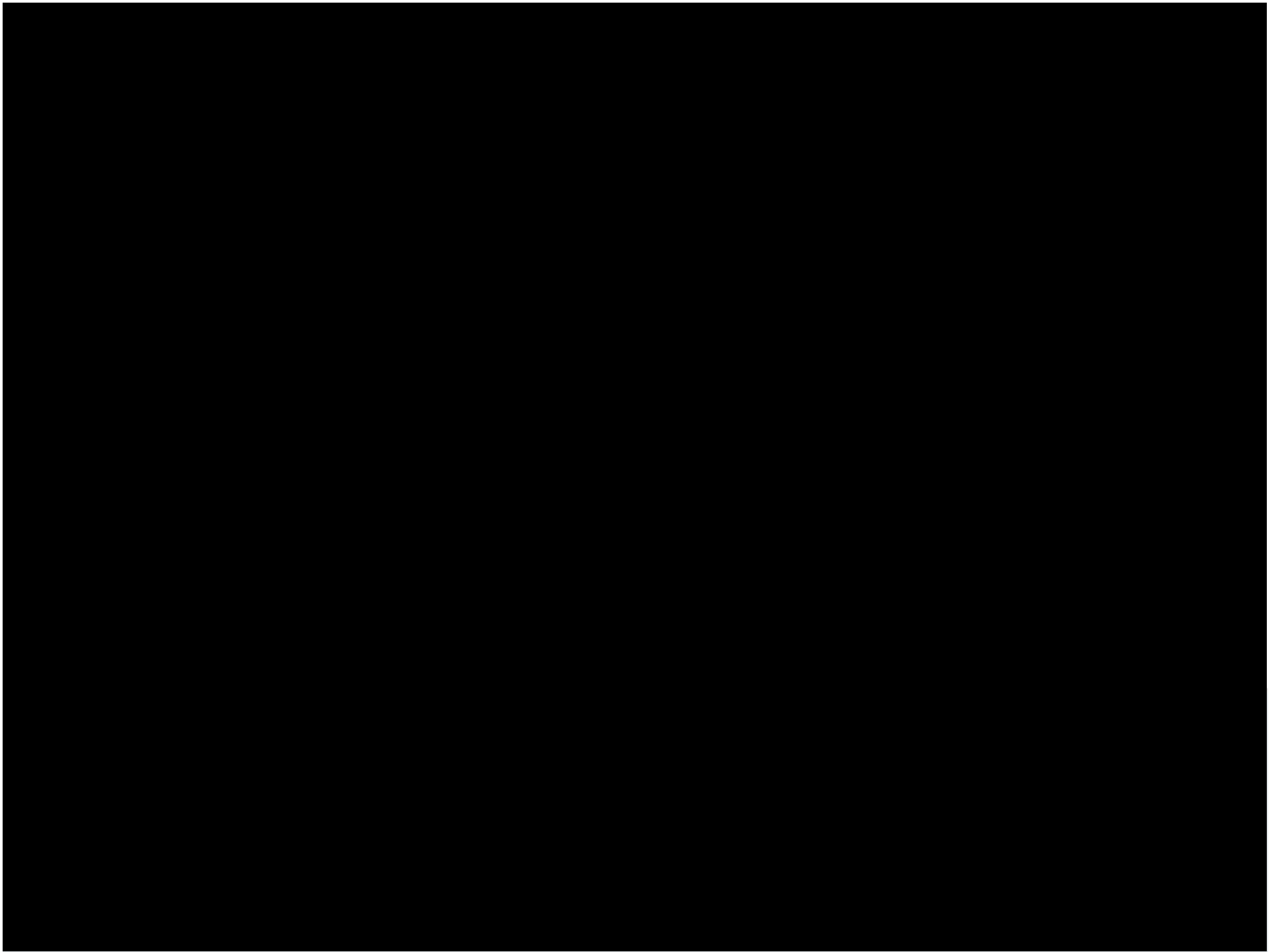
1. Interactive underwriting guides
2. Mobile app
3. Third-party pre-screening tool
4. Ability to order RX Profiles
5. Ability to order and receive APS's



- Raise your hand if you believe automated field underwriting tools will help producers pre-qualify clients and quote more accurate premium?
- Raise your hand if you believe automated field underwriting tools should quote underwriting for more than one line of business for cross-selling?

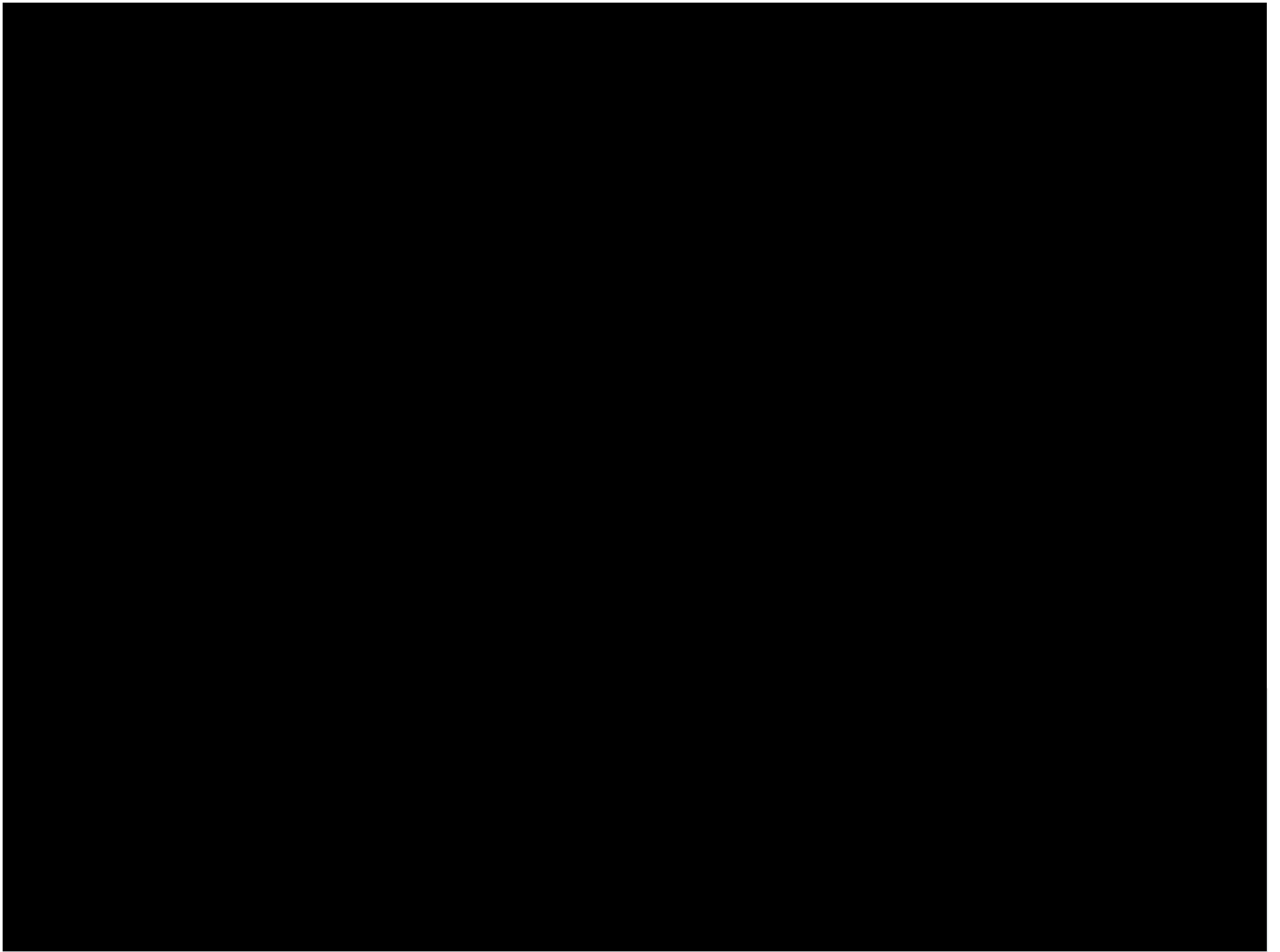
What factor is the most important in making e-Applications valuable to you?

1. It shortens cycle time
2. Ensures that applications are in good order
3. No paperwork to print and account for
4. Ease of use.
5. It is of no value to me
6. Other



Standardized e-applications have seen low adoption in other insurance lines. What could help increase usage within LTC?

1. Backing of large distribution forces such as broker-dealers.
2. Timing is such that most producers are used to it in other lines
3. Incentivize the field to use the tool
4. More intuitive data entry
5. Other



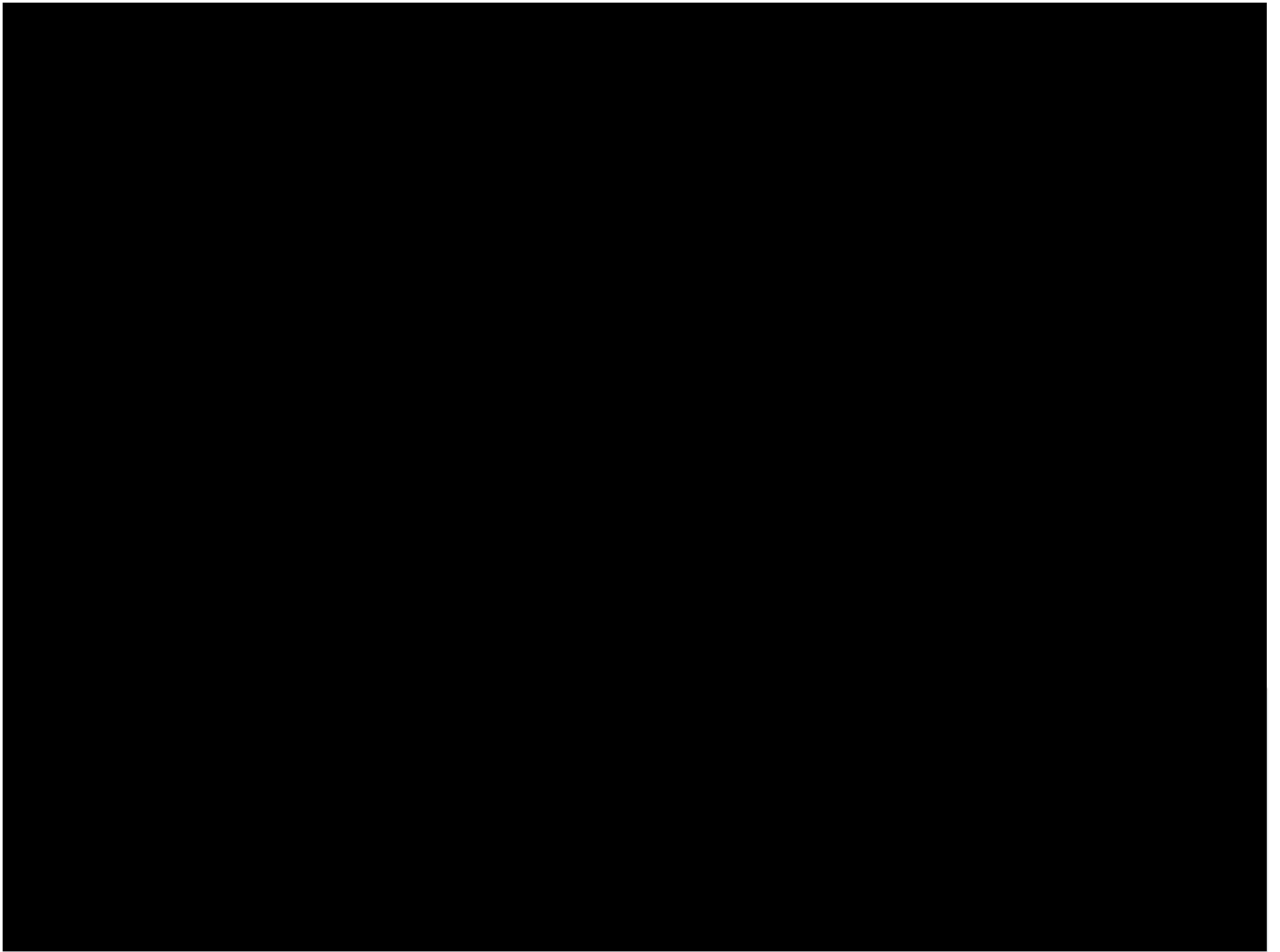
- Do you use e-App to submit business?
- Do you believe the benefits of e-App justify the costs of implementation?
- Do you use drop ticket to submit business?
- Do you believe the benefits of drop ticket justify the costs of implementation?

- Do you use eSignature?
- Do you believe there is enough benefit to implement eSignature?
- Do you use voice signature?
- Do you believe there is enough benefit to implement voice signature?

- Would you like to implement eDelivery of LTC Policies?

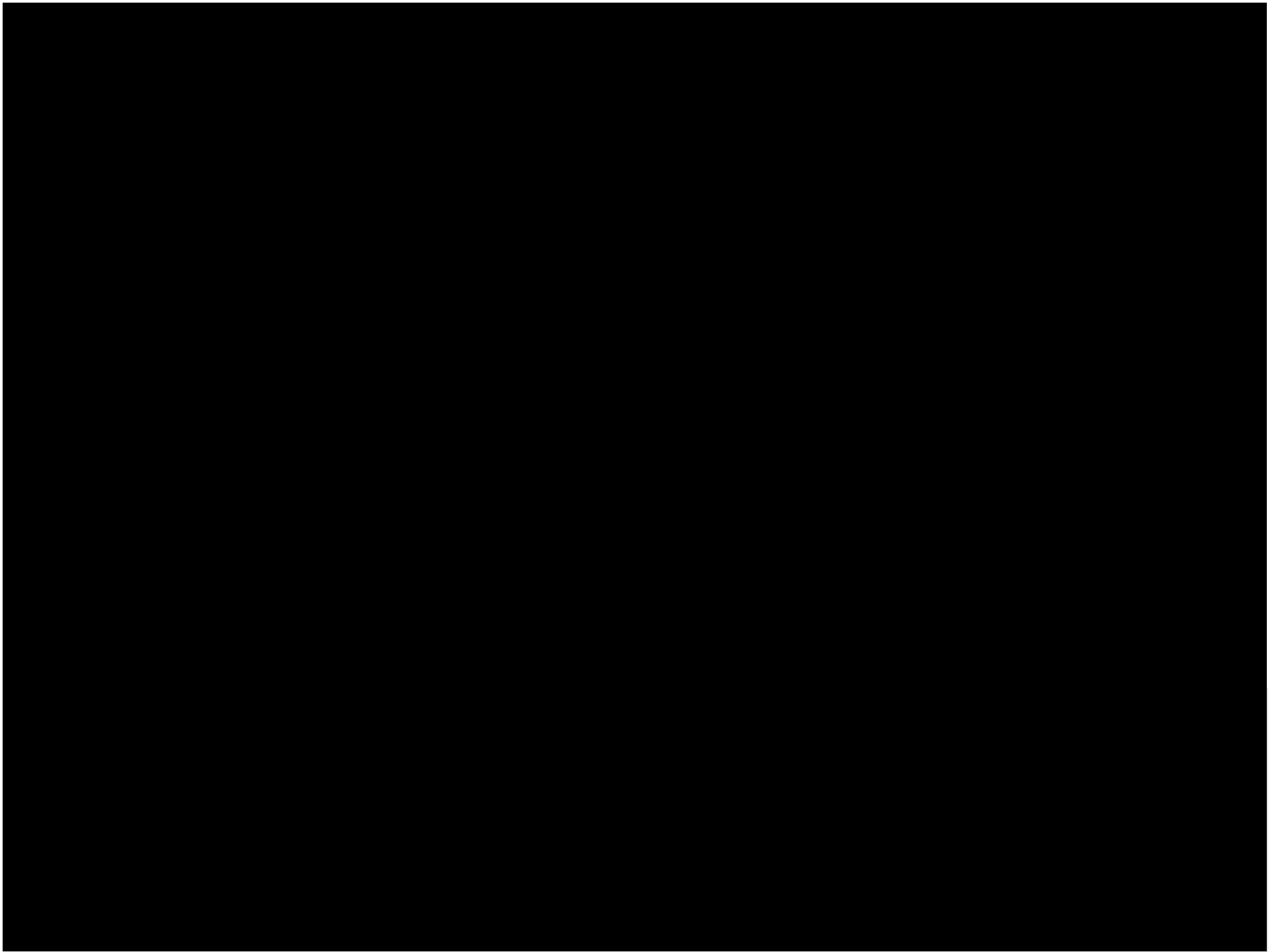
Are your producers using social media in their business?

1. Less than 25%
2. 26%-50%
3. 51%-75%
4. Greater than 75%
5. I have no idea
6. NA



What are you/your company's primary uses of social media?

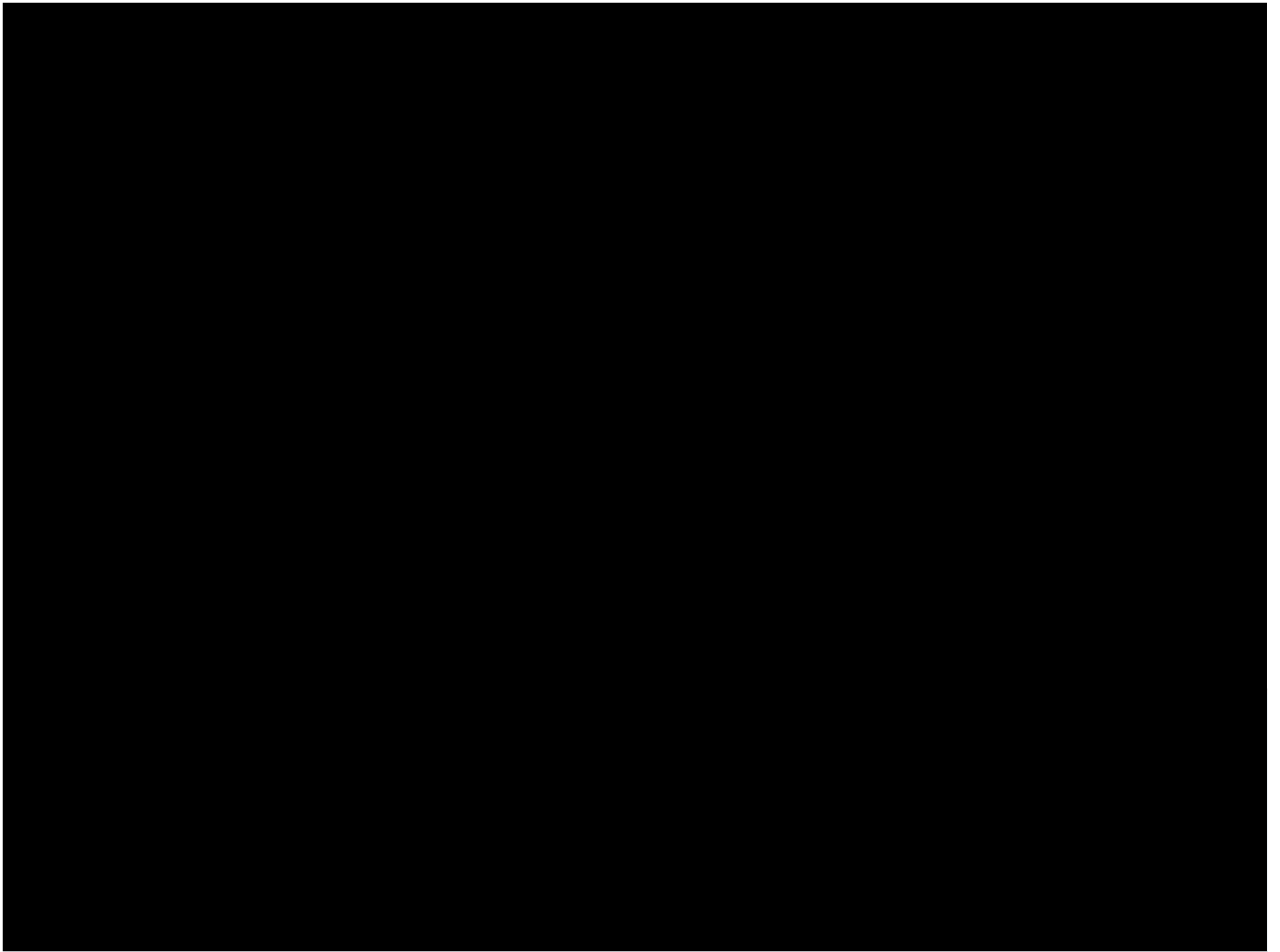
1. As a marketing tool to share information with existing and potential customers.
2. As a networking tool to interact with others inside and outside of your industry.
3. As a lead source
4. To obtain data about customers
5. All of the above
6. Other
7. NA



- Are you investing in big data initiatives?
- Are you investing in analytics projects?

What value would you like to obtain from investments in big data and analytics?

1. Solving a specific problem in your business (example-decline diagnosis)
2. Improving operating efficiency
3. Lowering costs
4. Other



- What metrics are most critical to indicate the success of a project?
- What key challenges do we face as an industry, both from a carrier standpoint and a distribution standpoint?
- What are the gaps in the industry that need to be addressed and have value being filled?
- Where do we go from here?

Four Key Takeaways



1. Funding for future projects is dependent on ROI. One of the keys to ROI is adoption.
2. We have to look at the broader technological spectrum when initiating new projects.
3. We must realize that we face increased competition from forces outside of insurance. We need to pay attention and get ahead of this competition.
4. Technology plays an important role in process improvement. However, there are other pieces to a process that can be enhanced first to improve efficiencies before automation.

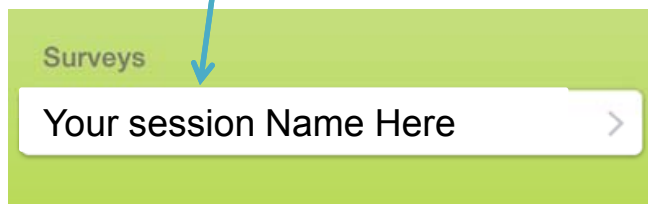
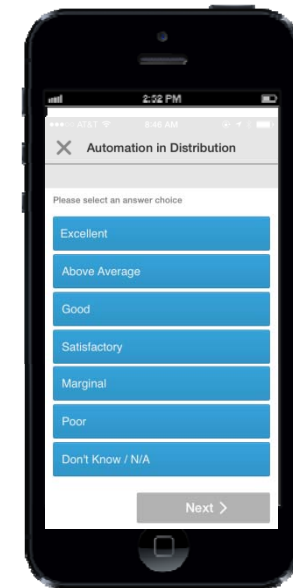
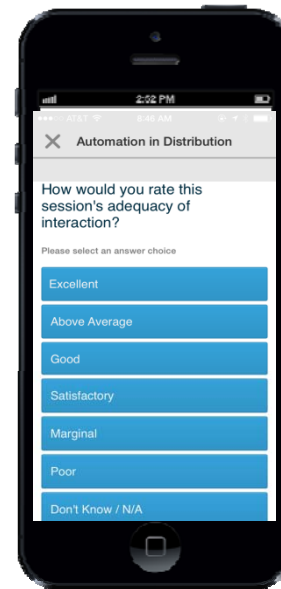
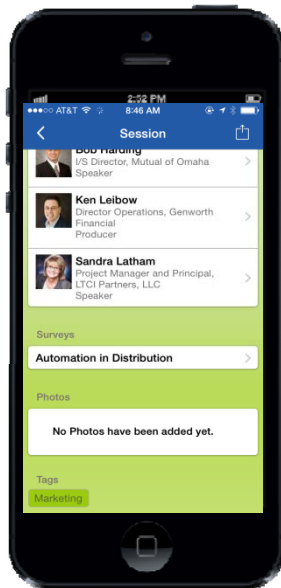
Don't forget to fill out the survey



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1. Find the session
2. Scroll to the bottom
3. Tap on the session name below the survey



Tap on the answer you wish to submit

Click Next