2023 LIC Final Expense Workshop

Managing Final Expense Profitability

Hosted by Optimum Life Reinsurance
Doubletree Love Field | Dallas | June 7-8, 2023

Registration & Information: www.loma.org/finalexpense

OPTIMUM Life Reinsurance

AGENDA & PRELIMINARY ATTENDEE LIST

Anti-Trust Policy: www.loma.org/Antitrust

Wednesday, June 7, 2023

1:00 p.m. **Registration Opens**

1:15 p.m. **Community Engagement: Backpacks for Kids**
Before the Workshop begins, we will be collecting and decorating backpacks to donate to ***A World For Children*** *Texas adoption center. The organization's executive director will greet participants and give a brief presentation at 1:30 p.m. Backpacks can be purchased through the LIC Registration Form before the meeting.* ***More Information***

2:00 p.m. **Welcome from LIC & Optimum Re**

2:15 p.m. **Leveraging Machine Learning To Optimize Final Expense Profitability**
Uri Veomett, Senior Vice President, Mutual of Omaha
Tristan Walsh, Senior Data Scientist, Munich Re
Steve Sherrill, Regional VP Business Development, Munich Re

In this session we will explore the use of advanced data models to identify business that has higher risk of lapse or misrepresentation and ways to proactively manage this business. This will be illustrated with a case study.

3:15 p.m. **Excess Mortality Post-Covid and Lead Generation**
Al Klein, FSA, MAAA, Principal and Consulting Actuary, Milliman
Nathan Wilbanks, Dir., Sales & Marketing Life and Annuity Predictive Analytics Practice, Milliman

This session will cover excess mortality from COVID-19, on both a population and industry basis, what can be expected in the future, and how this may impact companies. In addition,

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Parkway Advisors | thinktum | Trilogy Actuarial Solutions | QLAdmin Solutions | iPipeline | equisoft

CONTRIBUTING SPONSORS

MDI Management Data Inc. | American Fraternal Alliance | Milliman | INSTANDA

Wednesday, June 7, 2023, continued

we'll hear about work Nate Wilbanks and his team have done in trying to identify future life insurance policyholders from outside third-party data and a machine-learning model. This could be a good potential lead generation tool for companies.

4:15 p.m. **Sessions Adjourn for the Day**

6:30 p.m. **Hosted Networking Dinner at Uncle Julio's Lemmon Avenu**

Thursday, June 8, 2023

7:30 a.m. **Continental Breakfast**

8:30 a.m. **Results of a Predictive Model to Analyze the Mortality of Final Expense Products**
Michel Hébert, FSA, FCIA, Vice President, R&D, Optimum Life Reinsurance
Guillaume Ducharme, FSA, FICA, Director, Optimum Life Reinsurance

In this session, our Optimum Re panelists will explain some considerations when building a predictive model to derive a mortality assumption, share some interesting results, and explore additional areas of improvements for future iterations of the model.

9:15 a.m. **Trends in Final Expense Lead Generation**
Michael Ruffing, Senior Sales Director, Competiscan

There's been an exponential increase in the volume of e-mail lead generation communications in the Final Expense product category over the last 3 quarters. We will explore this and other trends in Final Expense marketing.

10:00 a.m. **Break**

10:30 a.m. **Implications of Proposed FCC Guidelines on Text Messages and Lead Generation**
Brian Hays, Partner, Locke Lord LLP

Final Expense distributors rely heavily on lead generation for their sales. Learn more about the issue and get your questions answered.

11:15 a.m. **PHI – To Do, or Not To Do**
David Libesman, Vice President, Product Management, iPipeline
Michael Deck, Software Sales Director, iPipeline

Why have some companies chosen to discontinue PHIs and why do others continue to conduct them? When is it offered or made mandatory? For those now issuing with no PHI, has there been a change in quality of business or consumer complaints? We'll look at the data and discuss experience to date.

12:15 p.m. **Networking Luncheon**

1:00 p.m. **Final Expense Facilitated Discussion and Survey Results**
The number-one value cited by LIC conference attendees is the ability to participate in open discussions with peers. Get live feedback from the group on your most pressing questions. Topics are submitted by registrants, including: agent management, ideas for encouraging agents to write additional products and prospect for additional leads, changing landscape of IMOs, channel success/failure, lead generation, impact of COVID-19 on mortality and lapse experience, innovation on product designs, market and consumer trends, pricing in this competitive environment, 5- to 10-year outlook for the industry, automated underwriting, vendor tools for Simplified Issue Products. In addition, participants will be among the first to hear and discuss highlights of LIC's annual Final Expense Survey Report (2022 Sales Data), to be published in June 2023.

2:15 p.m. **Adjourn**

Preliminary Registrant List

As of May 22, 2023

Aetna - John Cook, ASA, MAAA, Actuarial Manager
Aetna - Richard Waggoner, FSA, MAAA, Director
Aetna - Scott Root, Lead Director, Product Management / Development
American Enterprise Group, Inc. - Jenn Sopcich, Product Manager
American Home Life - Kyle Ingenthron, National Sales Director
American Home Life - Shawn Walker, Vice President-Underwriting and Administration
American-Amicable Group of Companies - Katy Shaw, ALMI, ACS, Underwriting Manager
American-Amicable Group of Companies - Tina Holcomb, Vice President, New Business & Marketing Administration
Bankers Life Insurance Company of America - Louis Bickel, President
BetterLife - Angel Thomas, SVP Member Experience
Cincinnati Equitable Life Insurance Company - Tom Schrote, CPCU, LLIF, Chief Operating Officer
Competiscan - Michael Ruffing, Sr. Sales Director
Converge Re - Erin Anders, FLMI, Head of Business Development
Corebridge Financial - Rob Greenwald, Director, Product Management
ELCO Mutual - Fred Wilmsen, RHU, ChHC, Vice President of Business Development
ELCO Mutual - Tim Heaton, SVP, CSO
EMC National Life - Eric Storey, FALU, FLMI, ARA, Underwriting Manager
EPOQ - Clifford Cohen, Business Development Director
Friedland Consulting Services, LLC - Bruce Friedland, MBA, FSA, MAAA, CLU, ChFC, Principal
GPM Life - Jay Moyer, LLIF, Vice President - Director of Marketing
GTL - Greg Lev, FSA MAAA, Product Actuary
Homesteaders Life Company - Jill Muenich, VP-Independent Distribution
INSTANDA - Mike Shea, VP of Sales
iPipeline - David Libesman, VP, Product Management
iPipeline - Michael Deck, Software Sales Director
Kansas City Life Insurance Company - Lynn Robinson, ASA, MAAA, Senior Actuarial Assistant
KSKJ Life - April Sleyko, CMO
Lewis & Ellis, Inc. - Adrianne Talbert, ASA, MAAA, Assistant Vice President
Lewis & Ellis, Inc. - Josh Hammerquist, FSA, MAAA, Vice President & Consulting Actuary
LifeShield National Insurance Company - Akroman Bekro, ASA, MAAA, FLMI, Actuarial Manager
LifeShield National Insurance Company - David Brooks, CFA, President
Lincoln Heritage Life Insurance - Monica Sole, FMLI, ACS, AIRC, ARA, Vice President
Locke Lord LLP - Brian Hays, Attorney
Loyal Christian Benefit Association - Becca Black, VP-Adminstration/Secretary
Loyal Christian Benefit Association - Doug Tuttle, FLMI, FICF, President and CEO
Management Research Services, Inc. - Tim Dineen, Chief Executive Officer
Milliman, Inc. - Al Klein, FSA, MAAA, Principal and Consulting Actuary
Milliman, Inc. - Nate Wilbanks, Director, Sales & Marketing
Munich Re - Steve Sherrill, Regional VP Business Development
Munich Re - Tristan Walsh, Senior Data Scientist
Mutual of Omaha - Yuri Veomett, FSA, MAAA, SVP
Old American Insurance Company - Brad Cope, VP Sales & Marketing
Optimum Life Reinsurance - Francois Duguay, FSA, EVP & Chief Actuary
Optimum Life Reinsurance - Guillaume Ducharme, FSA, FICA, Director
Optimum Life Reinsurance - Michel Hebert, FSA, FCIA, VP, R&D
Optimum Life Reinsurance - Monica Clink, FLMI, FLHC, AALU, FFSI, PCS, AAPA, AIRC, ARA, HIA, Vice President, Claims
Optimum Life Reinsurance - Shamika Jones, AVP, Client Services
Optimum Life Reinsurance - Terrence Weiser, Vice President Business Development
Parkway Advisors - Theron Holladay, CFA, President / CEO
Prudential - Shawn Hilario, Director
QLAdmin Solutions - Greg Garza, CTO & Director of Software Development
QLAdmin Solutions - Kat Correa, MBA, FLMI, Chief Marketing Officer
RGA - Nathan Hill, FSA, MAAA, Actuary
RGA - Colin DeForge, Executive Director, Underwriting
RGA Enterprise Company - Brian Sibley, FSA, VP, Business Development
Royal Neighbors of America - Chris Geerts, ASA, MAAA, FLMI, Product Manager
Security National Life Insurance - Jason Overbaugh Overbaugh, VP
Security National Life Insurance - Marty Rich, VP Marketing & Sales Operations
Sons of Norway - Zach Kindt, Life and Annuity Product Manager

thinktum - Paul Reaburn, FSA, MAAA, FCIA, CFO
thinktum - Thomas Phillips, Director, Underwriting Innovation & Integration (US)
Toronto Police Widows and Orphans Fund - Sylvi Karr, FLMI, AAPA, ACS, CEBS, Fellow ISCEBS, MTMS, CRM, CEO and President
Trilogy Actuarial Solutions - Amy Phillips, ASA, Partner
Trilogy Actuarial Solutions - Douglas Brown, ASA, MAAA, Founding Partner
TruStage - Chris Vodenik Vodenik, Senior Account Manager
United Benefits - Eduardo Salido, Chief Marketing Officer
Zinnia - Jeff Brauner, Sales Director