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

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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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 Avenue**

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. **Final Expense - Past, Present, Future**
Angel Thomas, SVP of Member Experience, BetterLife
Erin Anders, Head of Business Development, Converge Re
Yuri Veomett, SVP of Mutual of Omaha

Attendees can learn from their peer carriers and reinsurance partners how they are addressing challenges, seeing success, and investing for the future.

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 June 5, 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
Americo - Todd Adrian, Senior Marketing Manager, Product Development
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
ExamOne - Andrew Sutton, Strategic Account Executive
ExamOne - Bob Morris, National Sales Insurance 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
Insurance Supermarket - Sevilla Dees, ALMI, MBA, Director, Product Management
iPipeline - Michael Deck, Software Sales Director
iPipeline - Roy Goodart, VP, Product Management
Kansas City Life Insurance Company - Lynn Robinson, ASA, MAAA, Senior Actuarial Assistant
KSKJ Life - April Sleyko, CMO
LCBA - Becca Black, VP-Adminstration/Secretary
LCBA - Doug Tuttle, FLMI, FICF, President and CEO
Lewis & Ellis, Inc. - Adrianne Talbert, ASA, MAAA, Assistant Vice President
Lewis & Ellis, Inc. - Josh Hammerquist, FSA, MAAA, Vice President & Consulting Actuary
LIC - Audrey Wittenburg, ALMI, ACS, Associate Director
LIC - Dean Lambert, Executive Director
LifeShield National Insurance Company - Akroman Bekro, ASA, MAAA, FLMI, Actuarial Manager
LifeShield National Insurance Company - David Brooks, CFA, President
LIMRA and LOMA - Suzanne Melanson, Conference Coordinator
Lincoln Heritage Life Insurance - Monica Sole, FMLI, ACS, AIRC, ARA, Vice President
LL Global - Sharon Roberson-Evans, CMP CEP, VP of Convening Experience
Locke Lord LLP - Brian Hays, Attorney
Management Research Services, Inc. - Tim Dineen, Chief Executive Officer
Milliman Intelliscript - Alana Walker, Client Relationship Manager
Milliman, Inc. - Al Klein, FSA, MAAA, Principal and Consulting Actuary
Milliman, Inc. - Bill Mehilos, FSA, MAAA, Principal & 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 - 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 - Nicole Clem, Administrative Assistant II
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
Reinsurance Group of America, United States - Colin DeForge, Executive Director, Underwriting
RGA - Nathan Hill, FSA, MAAA, Actuary
RGA Enterprise Company - Brian Sibley, FSA, VP, Business Development
RGA Life Reinsurance Company - Jen Jennings, VP Business Initiatives
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
Swiss Re - Steve Cvijanovich, CPA, SVP
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 - Tim Knowles, Manager of Final Expense Partner Experience
United Benefits - Eduardo Salido, Chief Marketing Officer
United Home Life - Mike Kummer, CPCU, Director of Marketing
Zinnia - Jeff Brauner, Sales Director