



S.I.R. ESTABLISHES LIFE & HEALTH INSURANCE COMMUNITY OF PRACTICE

The Society of Insurance Research is reaching out to business professionals involved in the life & health segments of the insurance industry, to make them aware of a new initiative designed to meet their needs. Please share this eBulletin with your colleagues.

[Click here to continue to receive information about this event and the ongoing establishment of S.I.R.'s "Life & Health Insurance Community of Practice".](#)

An exciting new community of practice is emerging within the Society of Insurance Research. Since early in 2008, teams of people from the industry have been working to create a forum where Life & Health Insurance Research professionals can exchange ideas, expand their education, and network with peers. We are pleased to announce that a significant outcome of their work to date is the creation of the first national event dedicated to this purpose.

SO MARK YOUR CALENDAR FOR MARCH 29 – APRIL 1, 2009 AND PLAN TO JOIN US AT THE FLAMINGO HOTEL IN LAS VEGAS.

Targeted at research professionals, strategists, and marketing leadership, S.I.R.'s Life & Health Insurance Research event offers you a broad range of topics and networking opportunities. Here are some of the highlights planned for the Spring 2009 event:

· *Market Trends* –

1. Threats and Opportunities: What are the threats and opportunities of current and emerging trends; for example, is the health, wellness, and productivity movement sustainable? Does it have real, measurable, impact on health care costs? Will Wal-Mart be a key primary care provider of the future?
2. Health Reform: What are the various ways states are addressing health care issues, what regulations are being proposed and enacted, and why and what levels of success are being achieved, e.g. the Massachusetts's experiment, the proposals introduced in Colorado, etc.
3. Emergence of "Retail Medicine" – How is, and how will, the emergence of retail clinics in pharmacies, grocery stores, and discount retailers such as Target and Wal-Mart change both the delivery and financing of health care. For example, how are insurers reimbursing for services now? What's being covered, what's not, and why? Are Urgent Care clinics expanding as well and what does this mean to the industry?

· *Best Practices Research and Applications* –

1. Best Practices: Become familiar with proven best practices in evaluating the market environment, and gain experience in applying market and competitive intelligence techniques to real-world life and health insurance situations.
2. Learn how to interpret insurance financial statements and regulations.
3. Gather information on how to provide effective support to mergers and acquisitions.
4. What are the best ways to evaluate supply chains?
5. What Key Information Topics should you identify and how should they be used in a life and/or health insurance company?
6. How can you estimate what your competitors will do next year in terms of rate action?

7. What is the application of best practice financial competitive intelligence to the health insurance industry?
 8. What are best practices in terms of understanding the competitive environment around underwriting rules for large group, small group, Medicare, Medicaid, and individual lines of business?
- *Information Resources* –
 1. Learn about the best databases/websites to get competitive health plan information and how to use them effectively.
 2. What are the best databases/websites to use to get competitive health plan information and how to use them most effectively.
 - *Health Insurance Research Benchmarking* –
 1. Discover how your company compares to others in organizational structure and key business functions such as: budgeting, underwriting practices, rate setting, etc.
 - How functions are structured
 - Budgets
 - Staffing levels
 - Centralized/Decentralized

[Click here to continue to receive eBulletins regarding S.I.R.'s Life & Health Insurance Community of Practice.](#)

Check back [here](#) from time to time to see the updated agenda.
For more information about The Society of Insurance Research visit the [SIR web site](#).
We're looking forward to seeing you in Las Vegas!

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