The Speed to Market (EX) Working Group of the Innovation and Technology (EX) Task Force met via conference call Sept. 12, 2019. The following Working Group members participated: John G. Franchini, represented by Bryan Brock, Chair (NM); Maureen Motter, Vice Chair (OH); Austin Childs (AK); William Lacy (AR); Shirley Taylor (CO); Ann Lyon and Jennifer Stinson (DE); Heather Droge (KS); Tammy Lohmann (MN); LeAnn Cox (MO); Timothy Johnson (NC); Mike Andring and Chris Aufenthie (ND); Chris Wright (OH); Nancy Clark, J’ne Byckovski, Marianne Baker, Rachel Bowden and David Muckerheide (TX); Bob Grissom and Trish Todd (VA); Lichiou Lee (WA); and Barry Haney (WI).

1. **Discussed and Reviewed a Presentation on SERFF Enhancements and Prioritization of Focus Areas**

The following themes were discussed and reviewed with the Working Group by NAIC staff members Joy E. Morrison, Bridget Kieras and Brandy Woltkamp:

a) **Submission Validations:** The goal of this theme is to increase up-front checks to improve compliance of filings at submission, reduce filing objections and rejections, and reduce manual verifications. The enhancements discussed include the creation of validation rules for state-specific fields, validations for correct state fees, field validations based on state business rules, and validation of prescribed language.

b) **Review Tools:** The goal is to provide tools that will provide a more comprehensive and consistent filing review and reduce time from filing to approval. Potential enhancements include automatically assigning filings in order to get to state filing reviewers faster; creating built in checklists; building out public access and System for Electronic Rate and Form Filing (SERFF) Filing Access (SFA) capabilities to help the states meet their requirements to consumers; and creating a holistic product review, which is the ability for state insurance regulators to review changes made to a product over a period of several years.

c) **Workload Management:** The goal is to provide analysts and filers tools to identify and organize workflows in a manner that maximizes time spent on the most critical filing process tasks. Enhancement suggestions include workload dashboards, email notifications that occur when a user is not logged into SERFF, and customized views.

d) **Performance and Reliability:** The goal is for the SERFF system to behave in a consistent and expected manner with little to no unplanned downtime. The enhancements suggested under this theme are cloud migration, the implementation of new technologies, and advanced monitoring.

e) **Search:** The goal is to allow users to perform quick and efficient searches to locate single filings or sets filings with similar characteristics. The enhancements suggested under this theme are a key word search, a document search, and a redesigned search screen.

f) **Document Management:** The goal is to implement a document management system to expedite filing reviews with improved document comparison, collaboration and tracking capabilities.

g) **Reporting and Data Export:** The goal is to provide analytical capabilities to help state insurance regulators with decision making and market oversight. Considerations for this area include Tableau implementation for graphical reporting, improving data export capabilities, and expanding and enhancing canned reports.

h) **Streamlined Correspondence:** The goal is to reduce complexity and improve communication and response time in resolving compliance issues. Considerations discussed include moving schedule item data updates to Post Submission Updates, simplifying the response and objection process, and expanding the use of Quick Text.

i) **User Experience:** The goal is to improve the look and feel of SERFF by introducing standard user patterns and easier to navigate workflows. Considerations discussed for this theme are a simpler and more intuitive interface, and an improved workflow.

After going over each of the areas of suggested improvement, input was sought from the conference call participants. Several states provided feedback but there was not a lot of discussion from working group members regarding which of these areas would provide the most benefit to them. The PowerPoint presentation used for this call will be provided to the Working Group to seek feedback and prioritization for the items discussed; that feedback may then be used to provide information and seek further feedback from the states that are not on the Working Group. No timeline for completion of the suggested enhancements has been confirmed, as this project is currently in the development phase.

Having no further business, the Speed to Market (EX) Working Group adjourned.