The SERFF Advisory Board met July 26, 2021. The following Advisory Board members participated: Barbara D. Richardson, Chair (NV); Vicki Schmidt, Julie Holmes, and Craig VanAalst (KS); Russell Toal and Jennifer A. Catechis (NM); Elizabeth Kelleher Dwyer and Beth Vollucci (RI); Carter Lawrence represented by Brian Hoffmeister (TN); Birny Birnbaum (Center for Economic Justice—CEJ); Andrea Davey (Athene Annuity and Life Company); Susan Gould (The Hanover Insurance Group); Phyllis Hollerbach (Zurich North America); and Karen Schutter (Interstate Insurance Product Regulation Commission—Compact).

1. Reviewed its Spring National Meeting Minutes

There were no changes to the Advisory Board’s March 29 minutes (Attachment One).

2. Received an Updated Report on SERFF Activity

Lauren Bandle (NAIC) and Alex Rogers (NAIC) reported on System for Electronic Rates and Forms Filing (SERFF) development activity and implementation projects (Attachment Two). The SERFF team has introduced three releases since the report at the Spring National Meeting. The first release on April 15 introduced the user interface for the first piece of the plan management project, Federal Reporting. Full functionality will not be put into production until later this year. Additional functionality included in the release updated the number of Quick Text shown in the insert window to 10 and added the ability to select “date” for state specific fields. The second release on May 13 contained general enhancements and bug fixes, including the ability to reorder attachments in General Instructions, modify Quick Text in the insert modal window for correspondences, delete Quick Text categories, and move Plan Transfer Reports to their own sub-navigation under reports for state users. In addition to general updates, this release included security fixes and performance updates. The third release on June 10 contained general enhancements and bug fixes, including adding the ability for users to enter the replaced edition date for Form Schedule items, the updated NAIC logo, adding Most Recently Viewed Binders to Plan Management, updated industry on demand tutorials, and the ability to load and execute saved searches with one click. In addition to general updates, this release included security fixes and performance updates. An upcoming release for SERFF is scheduled to be released into production on July 29. This release will contain general enhancements and bug fixes, including the addition of a schedule item type setting to filing types in filing rules that determines whether form or rate/rule information can be added to a filing. The release will also contain an update to the filing wizard to show industry configuration managers on step 7, which is the company and contact selection, so that users know who to contact if their information is not shown. In addition, the release will include the ability to delete draft binders, as well as security fixes and performance updates.

The Development team will be working with the federal Centers for Medicare & Medicaid Services (CMS) on testing the services for the first phase of the plan management project. Additionally, work is now underway for the second phase of the plan management project. The second phase will include updated views within filings and new web services to allow the transfer of all documents related to the Unified Rate Review Template (URRT), which is contained on rate filings.

The SERFF Product Steering Committee (PSC) has held four conference calls since the Spring National Meeting, where it heard updates on completed and in-progress work, as well as updates on the SERFF Modernization project.

SERFF transactions are currently surpassing projections by roughly 2%, with an increase in filing submissions at nearly 275,000 submissions year-to-date (YTD). Plan Management has also shown an increase with 22,315 plan submissions YTD.

The Marketing team held a SERFF session at the Life and Health Compliance Association (LHCA) Conference, where it provided an update on 2021 enhancements, as well as an extensive overview of the SERFF Modernization project. The team is preparing for the second part of the NAIC Insurance Summit, which will be a hybrid session.

The SERFF Marketing and Implementation team has completed the annual configuration for all states that use SERFF for Plan Management, as the Plan Year 2022 submission window is now open and binder submissions are underway.

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NAIC data hosting remains steady in its second year, with 413 industry instances using the feature. Instances enabled with NAIC data hosting will retain filings set to destruct by State Data Retention (SDR).

SERFF Filing Access (SFA) continues to see significant usage, with more than 823,000 searches in the application thus far in 2021. The team has recently signed on Washington, DC, which brings the state count to 49 states in at least one line of business. The Marketing and Implementation team continues its outreach in efforts to transition additional states.

Ms. Gould asked for verification on the states who do not utilize the public access platform. Mr. Rogers will provide that information separately.

Mr. Birnbaum asked why certain states may only use SFA for only one line of business. Mr. Rogers said there are many variables, one of which could include their public access retention policies or that certain states have their own systems. Joy E. Morrison confirmed that the NAIC does not track that information, as usage is completely optional to the states. Mr. Rogers also clarified that outreach encourages usage; however, the team cannot enforce it. Ms. Morrison also clarified that outreach efforts can also include ensuring that states are aware of all functionalities in addition to informing states when turnover occurs in those departments. Mr. Birnbaum also inquired about trends in SFA. Ms. Morrison stated that the NAIC does not currently complete a lot of analysis on public access usage outside of the search statistics in the dashboard provided.

3. **Received an Update on SERFF-Related Strategic Projects**

Bridget Kieras (NAIC) and Ms. Morrison reported on two SERFF-related strategic projects. The first project is the State Ahead strategic project called SERFF Plan Management Enhancements (Attachment Three). This project supports integration with federal systems to streamline two separate reporting processes put into place with the federal Affordable Care Act (ACA). The first portion will allow states that host their own health care marketplace to submit required reporting directly to the CMS from SERFF. Development has been completed for this first portion, and the team is working with the CMS on testing those services. The second portion will allow insurance companies to seamlessly submit a report to the state and the CMS simultaneously, which will eliminate the need for entry into two different systems and ensure that all data is kept in sync. Work for the second portion of the SERFF Plan Management project is now underway, and this second portion of the project is larger and more impactful to states as well as industry. The project is currently listed as “at risk” due to timeline changes from when the project proposal was initially submitted, as well as a scope change. A project change request (PCR) has been submitted and was recently approved, which includes extending the project end date to May 2022 to coincide with the CMS’s timeline for their development and testing. The PCR also includes a request to increase staff hours to accommodate the enhanced scope of the project. In addition to project development, a large component of the project includes implementation, and the team is meeting soon to finalize the communication and outreach planning.

The second project is the State Ahead strategic project called SERFF Modernization Mobilization and Pilot Phase (Attachment Four). This project phase will prove out, choose tools, and pilot select features to be used for subsequent phases. The planning and discovery phase has been completed, which included a project plan. The user experience (UX) and vendor product evaluation are nearing completion, with only the pricing and cost information left to finalize. Pilot use cases are nearly completed as well. Continuous and upcoming work includes a target state and transition strategy, pilot setup and execution, migration planning, a modernization roadmap, and an implementation blueprint. Expenses for this project are on target with the budget, and project staff hours are anticipated to come under budget on this project.

Commissioner Richardson asked if consumer user groups and regulatory entities will be able to provide feedback on the SERFF system. Ms. Morrison confirmed that the PSC has been active on this front, meeting every month and mostly discussing the modernization efforts. Ms. Kieras confirmed that the PSC will be the main forum for industry input; although, additional customer segmentation work has been done to identify and understand different types of SERFF users. There is also a list of input from consumer representatives, and further reach out will be conducted.

Mr. Birnbaum asked if any of the modernization work to date has included SFA UX with pilot use cases. Ms. Morrison stated that the use cases do not cover SFA. Ms. Morrison also mentioned that the use cases selected were chosen to challenge the technology selections. Enhancements to SFA will continue to be included on the backlog of SERFF work.

4. **Heard Considerations for New PSC Members**
Ms. Bandle reported on new PSC membership considerations (Attachment Five). Currently, three PSC seats will expire in the next month, and one member holding Industry Seat 6 has ended their term early; thus, a total of four seats need to be filled. New member recommendations were made for each of the four seats based on current participation, either based on current PSC participation or participation in other forums, such as submission of design suggestions. An alternate has been identified for each open seat if the recommended candidate is unable to accept.

5. Discussed Other Matters

Mr. Birnbaum asked if NAIC staff could provide a list of the states that do not use SFA for certain lines of business. Commissioner Richardson said it would be appropriate to provide a list of which states are currently using SFA for specific lines of business; however, reasoning from each state could vary from year to year. Mr. Rogers said that information is currently listed on the SERFF website; this includes a list of active states, as well as which states are not currently participating, and which lines of business populate under each state when selected.

Having no further business, the SERFF Advisory Board adjourned.
SERFF Activities Report

SERFF Development

SERFF Production Releases
Since the report provided in July 2021, the System for Electronic Rates and Forms Filing (SERFF) team has introduced three releases to production.

- SERFF 7.60 was released on July 29. This release contained general enhancements and bug fixes, including the addition of a schedule item type setting to filing types in filing rules that determines whether form or rate/rule information can be added to a filing. The release also contained an update to the filing wizard to show industry configuration managers on step 7, which is the company and contact selection, so that users know who to contact if their information is not shown. The release also included the ability to delete draft binders, as well as security fixes and performance updates.

- SERFF 7.61 was released on Sept. 2. This release contained service enhancements to enable Federal Reporting, which was the first phase of the 2021 plan management project. Additionally, the release added the ability to associate filings for all business types, as well as an update to the industry Electronic Fund Transfer (EFT) report to show the state a filing was submitted to on transaction fee rows. There were also service updates for State API (SAPI), SERFF Programming Interface (SPI), and SERFF Integration Services (SIS) included within this release.

- SERFF 7.62 was released on Oct. 21. This release contained the first set of updates for the Unified Rate Review (URR) feature, which is the second phase of the plan management project. Users are not able to see these updates at this time, as they are currently hidden from user view. In addition to the URR updates, there was a change made within the filing wizard, which will not allow rate information to be added if the filing type selected is set to only allow form schedule items.

Upcoming Work
The SERFF team is continuing work on the URR updates for users and the new URR services. There will be two additional releases before this feature is available to use in production in late February. Additionally, the team will be working with the federal Centers for Medicare & Medicaid Services (CMS) on testing the services for the second phase of the plan management project.

SERFF Product Steering Committee
The SERFF Product Steering Committee (PSC) met Aug. 18, Sept. 22, and Oct. 20. The PSC heard updates on completed and in-progress work and updates on the SERFF Modernization project.
SERFF Marketing/Implementation

SERFF Transaction Volume
SERFF transactions continue to meet projections with filing submissions at nearly 400,000 submissions year-to-date (YTD). Plan Management submissions are also steady, with 26,246 transactions through October.

SERFF Marketing Activities/Events
The Marketing team held a SERFF session at the Association of Insurance Compliance Professionals (AICP) Conference in San Diego, CA, providing an in-depth overview of the SERFF Modernization project and pilot phase. The team will begin communication regarding the URR updates and begin working with states to implement these changes.

SERFF Implementation
NAIC data hosting currently has 409 industry instances using the feature. Instances enabled with NAIC data hosting will retain filings set to destroy by State Data Retention (SDR).

SERFF Filing Access
Forty-nine states are using SERFF Filing Access (SFA) in at least one business area. Throughout 2021, there have been 1,934,510 searches in the application. The Marketing and Implementation team continues to be available to onboard additional states expressing interest in using or expanding use of the platform.
### Description
This project will support integration with federal systems to streamline two separate reporting processes put into place with the federal Affordable Care Act (ACA). The first update will allow states which host their own health care marketplace to submit required reporting directly to the federal Centers for Medicare & Medicaid Services (CMS) from SERFF. The second update will allow insurance companies to seamlessly submit a report to the state and CMS simultaneously, which will eliminate the need for entry into two different systems and ensure all data is kept in sync.

### Milestones/Tasks

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Start Date</th>
<th>End Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Release of user interface for phase 1</td>
<td>3/4/2021</td>
<td>4/15/2021</td>
<td>Complete</td>
</tr>
<tr>
<td>Release of web services for phase 1</td>
<td>9/2/2021</td>
<td>9/2/2021</td>
<td>Complete</td>
</tr>
<tr>
<td>Phase 2 Development</td>
<td>7/28/2021</td>
<td>12/28/2021</td>
<td>In Progress</td>
</tr>
<tr>
<td>Phase 2 Testing</td>
<td>11/20/2021</td>
<td>2/9/2022</td>
<td>Not Started</td>
</tr>
<tr>
<td>Phase 2 Prod Release</td>
<td>2/17/2022</td>
<td>2/17/2022</td>
<td>Not Started</td>
</tr>
<tr>
<td>Phase 2 Go-Live</td>
<td>2/24/2022</td>
<td>2/24/2022</td>
<td>Not Started</td>
</tr>
<tr>
<td>Phase 2a Development</td>
<td>12/29/2021</td>
<td>1/25/2022</td>
<td>Not Started</td>
</tr>
<tr>
<td>Phase 2a Testing</td>
<td>2/21/2022</td>
<td>3/4/2022</td>
<td>Not Started</td>
</tr>
<tr>
<td>Phase 2a Prod Release/Go-Live</td>
<td>3/17/2022</td>
<td>3/17/2022</td>
<td>Not Started</td>
</tr>
<tr>
<td>Project Closeout</td>
<td>4/25/2022</td>
<td>5/6/2022</td>
<td>Not Started</td>
</tr>
</tbody>
</table>

### Recent Accomplishments
- Developed UAT Test Plan.
- Kicked off test case writing for State and Industry UAT.
- Mitigated UAT/CMS integration testing schedule risk by targeting an earlier start.
- Revised Development and Testing timelines to mitigate risk of project not completing on time (see updated milestones).

### Upcoming Activities
- Conduct outreach to identify State and Industry UAT participants.
- Complete development work for several workflows that will allow earlier integration testing with CMS.

### Key Issues/Risk
- Cloud Prod cutover occurs early December. If any issues with cutover due team may be impacted as they will need to pivot focus.
- OAuth is proving challenging to implement due to a learning curve for the team. Implementing OAuth introduces a schedule risk due to unknowns.

### Issues/Risks Action Plan
- Slack has been planned in the schedule to help mitigate any impact.
- Project team is meeting with CMS to determine if we can utilize basic authentication vs OAuth.
### Project Name & Status Date

**SERFF Plan Management Enhancements**  
11/1/2021

### Additional Comments

PCR approved 7/22/21 to add staff hours and adjust schedule to end project 5/20/22.

### Major Features/Deliverables

- Successful and timely transfer of relevant plan data from state-based exchanges to CMS to meet financial management and public use file reporting requirements.

- Reduction of NAIC staff effort and code base supporting generation of Financial Management data reports and Public Use Files.

- Transfer of rate review templates and supporting documentation and data to CMS.

- Visibility for states and issuers into transfer content and status so that all stakeholders know what data is shared between the two systems and when and so that updates to the data can be easily managed.

- Ability for NAIC staff to support the new processes by providing training and other materials that will ensure a smooth transition without significantly increasing support calls.

### States/Territories Impacted

- All states will have the opportunity to utilize phase 2. Phase 1 is for state-based exchanges only.

### States/Territories Participating

- States will be assigned based on the state-based exchange.

### Executive Status/Support Needed

- PCR approved 7/22/21 to use $90,000 of approved budget in 2022.

### Financial Comments

- PCR approved 7/22/21 to use $90,000 of approved budget in 2022.
**Project Name & Status Date**

**SERFF Modernization Mobilization & Pilot Phase**

**11/1/2021**

**Description**

Initial phase of SERFF Modernization to choose tools and pilot select features.

**Demographics**

- **State Ahead Goal**: 3
- **State Ahead Objective**: G
- **Current Phase**: 2-Execution
- **Project Sponsor**: Scott Morris
- **Business/Product Owner**: Bridget Kieras
- **Project Manager**: Joy E. Morrison / Melissa Grippando
- **IT Impact**: Yes
- **Project Start Date**: 5/1/2021
- **Project End Date**: 12/31/2021

### Milestones/Tasks

<table>
<thead>
<tr>
<th>Description</th>
<th>Start Date</th>
<th>End Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning &amp; Discovery</td>
<td>5/17/2021</td>
<td>5/28/2021</td>
<td>Complete</td>
</tr>
<tr>
<td>UX &amp; Vendor Product Evaluation</td>
<td>6/1/2021</td>
<td>8/9/2021</td>
<td>Complete</td>
</tr>
<tr>
<td>Pilot Use Cases</td>
<td>6/28/2021</td>
<td>10/29/2021</td>
<td>Complete</td>
</tr>
<tr>
<td>Target State &amp; Transition Strategy</td>
<td>7/12/2021</td>
<td>9/3/2021</td>
<td>Complete</td>
</tr>
<tr>
<td>Pilot Setup &amp; Execution</td>
<td>7/12/2021</td>
<td>10/1/2021</td>
<td>Complete</td>
</tr>
<tr>
<td>Modernization Roadmap</td>
<td>9/6/2021</td>
<td>11/12/2021</td>
<td>In Progress</td>
</tr>
<tr>
<td>Implementation Blueprint</td>
<td>10/4/2021</td>
<td>11/12/2021</td>
<td>In Progress</td>
</tr>
</tbody>
</table>

### Recent Accomplishments

- Completed development on use cases.
- PwC delivered Roadmap and Blueprint (sans costs, pending NAIC signoff).
- Identified initial risks to each phase of the Modernization effort.
- •
- •
- •

### Upcoming Activities

- Demo functionality to Oversight Group (11/04/21).
- Complete pricing negotiations with low-code vendor.
- Wrap up pilot activities.
- •
- •
- •

### Key Issues/Risk

Finding a proper cost structure for Appian that will work for the NAIC is proving challenging. If unable to resolve, the team will need to select a new vendor.

### Issues/Risks Action Plan

- Continue to work with the Appian team to flesh out scenarios that will work for the NAIC long term. The project team is also prepping alternative solutions should Appian...
**Additional Comments**

Percent complete is based on completion of project tasks rather than staff hours. Staff hours are lower than budgeted because the project was budgeted to start in April and did not begin until mid-May, and the resources have not spent as much time (about 60%) as was projected during planning.

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**Major Features/Deliverables**

- Product Evaluation and Selection.
- Detailed Pilot Use Cases.
- Target Environment Setup.
- Use Case Demos.
- Modernization Roadmap.
- Implementation Blueprint.

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**States/Territories Impacted**

All

**States/Territories Participating**

- 

**Executive Status/Support Needed**

- 

**Financial Comments**

A fiscal was approved by membership for $1.2 million for this phase of the initiative. We have received the final invoice on this project and are holding while we close out the final deliverables that are completed but not reviewed.
## SERFF Revenues

*based on 2022 Proposed Budget*

<table>
<thead>
<tr>
<th>Category</th>
<th>2020 Actual</th>
<th>2021 Projection</th>
<th>2022 Proposed Budget</th>
<th>% of 2022 Total</th>
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</thead>
<tbody>
<tr>
<td><strong>SERFF-Related Revenues</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SERFF License Fees</td>
<td>542,943</td>
<td>543,213</td>
<td>590,073</td>
<td>0.5%</td>
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<tr>
<td>SERFF Texas Pilot Surcharge</td>
<td>75,317</td>
<td>178,448</td>
<td>171,649</td>
<td>0.1%</td>
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<tr>
<td>SERFF Transaction Fees</td>
<td>5,007,497</td>
<td>4,887,050</td>
<td>5,002,321</td>
<td>4.0%</td>
</tr>
<tr>
<td>SERFF Data Hosting Fees</td>
<td>1,064,935</td>
<td>1,689,766</td>
<td>1,741,823</td>
<td>1.4%</td>
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<tr>
<td><strong>Total SERFF-Related Fees</strong></td>
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<td>7,298,477</td>
<td>7,505,866</td>
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<tr>
<td><strong>Other NAIC Revenue Streams</strong></td>
<td>110,443,686</td>
<td>114,920,752</td>
<td>118,897,100</td>
<td>94.1%</td>
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<tr>
<td><strong>Total Revenues</strong></td>
<td>117,134,378</td>
<td>122,219,229</td>
<td>126,402,966</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

*Confidential Draft - for SERFF Advisory Board Review Purposes Only*
The SERFF Advisory Board (SAB) member responsibilities are described in the SAB Operating Procedures adopted by the NAIC membership on Aug. 25, 2013. The SAB meets at NAIC national meetings, which occur three times per year. Registration for the national meeting is not required to attend the SAB meeting as a Board member.

Applicants should be aware that the NAIC does not fund the travel to any SAB meetings at this time.

Please review the SAB Operating Procedures and sign below, indicating your acknowledgement of member responsibilities and your intent to apply for a Board position.

____________________________________
Signature
DRAFT – For SAB Review
Application – Part II

Date __________________________

Name __________________________

First Name MI Last Name Preferred First Name

Employer

Company Name __________________________

Your Title __________________________

Address __________________________

Phone __________________________

Email __________________________

Type of business or organization? 

P&C ☐ Life ☐ Health ☐

Board Member Position Applying For:

Industry ☐ Consumer Rep ☐

Please list other professional boards and/or committees that you currently serve on or have served on in the past.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Role/Title</th>
<th>Dates of Service</th>
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</table>

Education/Training/Certificates:

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DRAFT – For SAB Review
Application Continued – Part II

What is your area of expertise in the insurance industry?

How do you feel the SERFF Advisory Board would benefit from your involvement on the Board?

Please list any groups, organizations, or businesses that you could serve as a liaison to on behalf of the SERFF Advisory Board.

Please tell us anything else you would like to share.
Professional Biography – Part III

Separately, please provide a biography describing your professional career.

Thank you very much for applying.