

Draft: 9/9/25

Speed to Market (D) Working Group
Virtual Meeting
August 21, 2025

The Speed to Market (D) Working Group of the Market Regulation and Consumer Affairs (D) Committee met Aug. 21, 2025. The following Working Group members participated: Maureen A. Motter, Chair (OH); Julie Fairbanks, Vice Chair (AK); Mary Grover (CO); Susan Jennette (DE); Stephanie Clayton (ID); Julie Rachford (IL); Kenneth Scott (KS); Tammy Lohmann (MN); Camille Anderson-Weddle (MO); Ted Hamby (NC); LuAnne J. King (NH); Joshua Blakey (OR); Tanji J. Northrup (UT); Todd C. Merkley and Gail Jones (WA); and Lela D. Ladd (WY). Also participating was: John DiBlasi (MD).

1. Adopted its June 24 Minutes

The Working Group met June 24 and took the following action: 1) discussed suggestions received on the product coding matrix (PCM) and the uniform transmittal document (UTD); 2) heard a report on the System for Electronic Rates & Forms Filing (SERFF) modernization project and SERFF Product Steering Committee (PSC); and 3) received an update on the Interstate Insurance Product Regulation Commission (Compact).

Lohmann made a motion, seconded by Jennette, to adopt the Working Group's June 24 minutes (Attachment X). The motion passed unanimously.

2. Approved a PCM Revision Regarding ACA-Related Dental Products

Motter stated that the Working Group reviewed potential updates to the PCM regarding Affordable Care Act (ACA)-related dental products. A survey was distributed for feedback, but responses were limited. The proposed change would not create new types of insurance (TOIs) or sub-TOIs but would clarify the description to provide filers with better direction. Motter stated that the options discussed included: 1) updating the description to state that all ACA-related dental products should use this code; 2) updating the description to state that all ACA-related dental products should use this code unless otherwise instructed by the state; and 3) leaving the description unchanged.

Motter stated that feedback indicated mixed preferences. Some survey participants supported the first option, a few favored the second option, and a couple preferred no change. Further comments from the Working Group were invited. Motter opened the floor for comments from Working Group members, other regulators, and interested parties; no comments were offered.

Motter invited motions regarding the proposed description changes, with the following three choices: 1) no change; 2) updating the description for all ACA-related dental products; and 3) updating the description with allowance for state-specific instruction. No motions were made.

Grover confirmed that Colorado has had issues with filers misclassifying products, assuming that only pediatric dental applies. She stated that Colorado is working to improve communication with industry and supports organizing the options more clearly. She indicated a preference for using the sub-TOI for all ACA-related dental.

Rachford reported that Illinois voted for no change on the survey. She asked if only one state was experiencing issues and whether broad changes were necessary without a strong consensus. She opposed a motion.

Motter noted that at least one state (Colorado) is confused. She explained that the intent of updating the description is to clarify filer direction, not impact queries. She emphasized the need for closure on the suggestion and clarified motion implications.

DiBlasi stated that he did not support the first option, which included updating the description to state that all ACA-related dental products should use this code.

Jones stated that Washington does not use the Health Organization (HORG) code for dental. She explained that Washington instructs filers directly through filing instructions. She said pediatric and family dentists are directed to use specific codes. Washington would not use HORG for dental.

Lohmann made a motion, seconded by Grover, to approve the second option, which includes updating the description to state that ACA-related dental should use this code unless states instruct otherwise. The motion passed, with Illinois opposed.

Rachford and Grover asked for clarification. It was confirmed that states could issue their own instructions if they did not want the new description applied. IL opposed final vote.

Jeremy Chance (NAIC) clarified that the update would be limited to the PCM reference document, not system changes. He confirmed that the updated PCM would be posted Jan. 1, 2026.

Motter confirmed that Lohmann's motion passed. She noted that opposing states could provide separate filing instructions.

Randy Helder (NAIC) acknowledged the outcome and thanked participants.

Chance will update the PCM descriptions for the three relevant sub-TOIs. The new PCM will be effective Jan. 1, 2026. States may issue separate filing instructions if they do not adopt the change.

3. Discussed SERFF Tableau Dashboards, Metrics, and Reporting

Motter explained that years ago, NAIC staff presented adoption and turnaround reports to commissioners at national meetings. These reports stopped around 2021, when states gained access to similar reporting in SERFF. Some commissioners have since asked what happened to those reports. Motter stated that a survey was conducted to see if states provide any reports directly to their management teams and to gauge interest in using new reporting tools (including Tableau reports available in SERFF). The survey received more than nine responses.

Motter suggested pivoting the charge to educate commissioners on available reports and to ensure state point persons are also aware, so they can provide the information when asked. Motter proposed a two-pronged approach that would include educating commissioners and state staff who would generate and provide reports. She invited volunteers to help identify the right state contacts and work with the SERFF team on education.

Jones shared Washington's practice. She said Washington DOI began reporting turnaround times to its chief financial officer (CFO) after receiving SERFF growth charts at a commissioner meeting. She said the CFO uses the state turnaround report to pull the number of filings and the percentage of turnaround for property/casualty (P/C), life, and health. Data is plugged into a state-developed weighted spreadsheet to produce a single average turnaround number. Jones said these reports are quarterly, and their results support staffing needs. Jones stressed the importance of retaining the state turnaround report for continued reporting.

Anderson-Weddle said she worked with Jones to develop the reporting approach for Washington and confirmed the use of a weighted calculation.

Motter said she liked Washington's approach and noted that staffing implications are an important angle. She suggested that there is potential to enhance Tableau tools for broader use. She shared her state's method, which includes using SERFF data for monthly reporting (e.g., filings received/closed, pending, average turnaround), then comparing year-to-date (YTD) and prior year results. Motter stressed the goal of minimizing "data massaging" by providing better tools. She said she will discuss Tableau reporting with Director Dean L. Cameron (ID) and explore commissioners' interest in standard outputs. She encouraged states to share ad hoc solutions for potential broader development.

Fairbanks confirmed that Virginia reports turnaround time to its commissioner. She asked whether Washington alters SERFF data or just re-presents it. Jones clarified that Washington runs SERFF reports for each line (P/C, life, health), then combines them in a weighted spreadsheet to produce a cumulative number.

Motter noted that Wyoming and Colorado expressed interest in participating. She requested that Washington share the reporting approach with the Working Group. She stressed the importance of working with the SERFF team to identify appropriate state contacts.

4. Received an Update on the *Product Filing Review Handbook*

Motter announced the completion of the updated *Product Filing Review Handbook*. She confirmed the plan for a two-year review cycle: this year's focus is limited to technical edits (e.g., URLs, grammar, punctuation), while next year's review will evaluate chapter content for potential substantive updates. Motter asked Working Group members if any chapters stood out as needing review next year or if they had preferences for structuring the biennial review approach. No comments were offered. Motter stated she will propose a review order (e.g., starting with Chapter 1 or Chapter 4) and circulate it to the Working Group for feedback in preparation for the next cycle.

5. Received a Report on the SERFF Modernization Project and SERFF PSC

Lauren Bandle (NAIC) provided a comprehensive update on SERFF modernization progress. She said the project began with an assessment in 2020. A pilot request for proposal (RFP) was issued in November 2020, and the modernization officially launched in March 2022. The first production release (Compact filings) was in March 2025. Bandle said the focus since the launch has been on: 1) improving usability through enhancements and defect fixes; 2) providing high-touch customer service with rapid defect resolution; and 3) addressing performance, with system response times reduced by around 50%.

Bandle also announced a pivot in the rollout strategy from moving directly into life/annuity and credit to using an "early adopters" model. Ten states will transition next, some with both P/C and life and health, others with one line first. She said the reasons for the pivot include maintaining high-quality support, careful data migration, tailoring features to specific state needs, and allowing for incremental learning and refinement.

Bandle outlined the following fourth quarter priorities: 1) the launch of a zip PDF feature; 2) enhancements to searching/reporting; 3) improved notifications and access controls; 4) continued performance improvements; 5) single state filing creation (user interface [UI] and application programming interface [API]); 6) expanded state fee calculations; and 7) ongoing AI form review feature development.

Bandle also gave an update on the SERFF PSC, noting strong engagement, with about 225 attendees per monthly meeting. Meeting topics include the Compact warranty period, new features, the Okta single sign-on (SSO) transition, and early adopters. She stated that engagement activities with question and answer (Q&A) and feedback tools have been successful. She said feature-specific calls with Compact filers have also been well received and will continue.

Motter noted that the next SERFF PSC call is scheduled for next week. She asked how interested parties can get added to the distribution list. Bandle confirmed the date of the SERFF PSC call and said it would include a presentation from the Summer National Meeting. She said interested parties can contact her directly or email serffmodernizationquestions@naic.org to be added to the PSC list.

6. Received an Update on the Compact

Dan Bradford (Compact) provided an update from the Compact Commission's Aug. 12 meeting (held during the Summer National Meeting). He said Commissioner Marie Grant (MD) was appointed Treasurer. He said six new uniform standards were adopted for group product lines, and an amendment to the rulemaking process was exposed to expedite non-controversial adoptions. Bradford said the adjunct services committee announced the pilot of a new consultation and advisory services office to support collaboration on products within the Compact's authority but outside current uniform standards. Bradford said the Compact remains at 48 members, including 46 states, the District of Columbia, and Puerto Rico. Regarding filing statistics as of June 30, Bradford said the Compact reviewed product filing volume and average turnaround times.

Bradford also gave a summary of the Compact's 2025 highlights. He said 19 amended group life standards (including non-employer groups) have been adopted, and group disability income standards have been amended. He also noted the launch of the NAIC Member Connect pages for committees. Bradford stated that the new group annuity and group life standards adopted Aug. 12 will become effective for filing Dec. 1 or Dec. 21.

Bradford said the product standards committee is working on the 2026 prioritization list. He said the committee held a public call Aug. 5, and its next call is scheduled for Oct. 7 to receive feedback before making a recommendation to the management committee. Bradford said the Compact's website offers organized information by audience, including dockets for developing standards and records for adopted standards. He said the website also provides additional materials on the rulemaking/adoption process and contact information for the Compact's regulatory affairs team.

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

SharePoint/NAIC Support Staff Hub/Committees/D CMTE/2025 Summer/S2M WG/August 21 2025