

Virtual Meeting

(in lieu of meeting at the 2021 Summer National Meeting)

SERFF ADVISORY BOARD

Monday, July 26, 2021

4:00 – 5:00 p.m. ET / 3:00 – 4:00 p.m. CT / 2:00 – 3:00 p.m. MT / 1:00 – 2:00 p.m. PT

Meeting Summary Report

The SERFF Advisory Board met July 26, 2021. During this meeting, the Advisory Board:

1. Reviewed its March 29 minutes.
2. Heard an update on System for Electronic Rate and Form Filing (SERFF) implementation projects and development activity.
 - a. The SERFF team has introduced three releases since the report in March. 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 the ability for users to enter the replaced edition date for From 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.
 - b. An upcoming release for SERFF is currently scheduled to be released into production on July 29.
 - c. The SERFF Product Steering Committee (PSC) met July 21, June 23, May 19, and April 14, where it heard updates on completed and in progress work, and updates on the SERFF Modernization project.
 - d. The SERFF Marketing team held a session at the Life and Health Compliance Association (LHCA) Conference, as well as an extensive overview of the SERFF Modernization project. The team is currently preparing for Part 2 of the NAIC Insurance Summit.
 - e. 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 submissions window is now open and binder submissions are underway.
3. Received an update on SERFF-related strategic projects.
 - a. The SERFF Plan Management 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 portion will allow states that host their own health care marketplace to submit required reporting directly to the federal Centers for Medicare & Medicaid Services (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 project is now underway. The project is currently listed as “at risk” due to timeline changes from

when the project was initially submitted, as well as a scope change. A project change request (PCR) will be submitted to include these changes, including extending the project end date to May, as well as staff hour increases to accommodate the enhanced scope.

- b. The SERFF Mobilization and Pilot Phase project is the initial phase of SERFF Modernization, which 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 hours are anticipated to come under budget on this project.

4. Heard considerations for new PSC members.

- a. 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 PSC participation. A few of the recommendations involve individuals not currently active on the PSC. An alternate has been identified for each open seat if the recommended candidate is unable to accept.

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