



NAIC **SERFF**

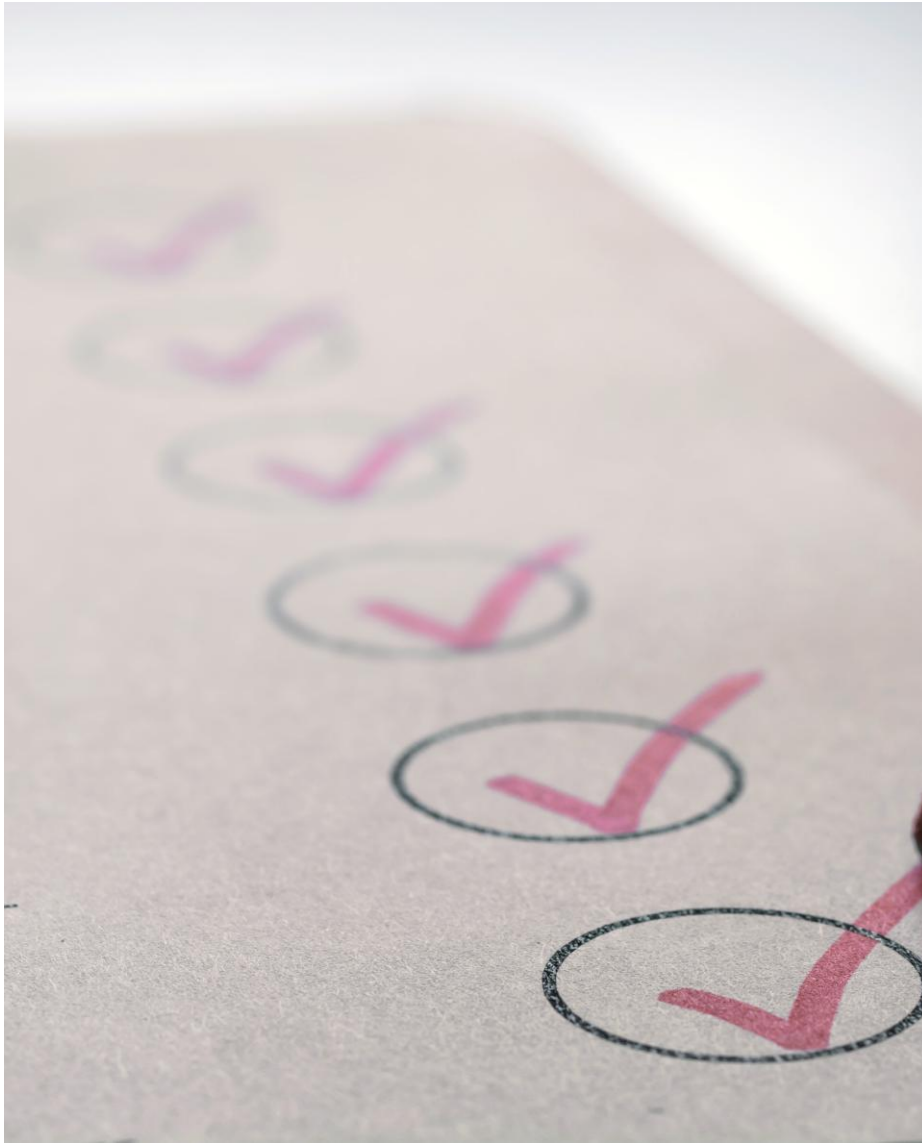
SERFF Product Steering Committee February 25, 2026

Recording Link:

<https://naic.webex.com/naic/ldr.php?RCID=5c511f6e31fef38813805e72caa3108>

Member Attendance

- Attendance was verified against the meeting participant list
- Interested parties who called in via phone and wish their attendance to be recorded can email adysart@naic.org



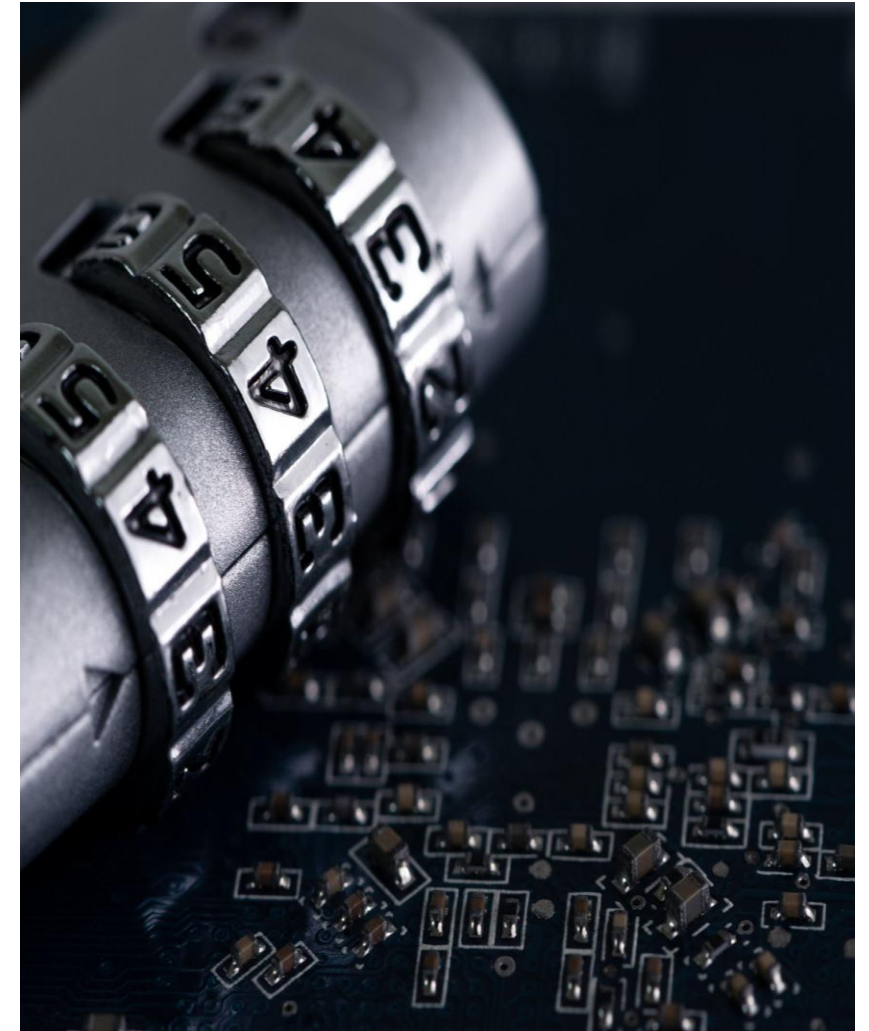
Agenda

- General Updates
- SERFF Modernization Platform Updates
- Early Adopter Program Updates
- Additional Updates
- Open Q&A

General Updates

SERFF Login Transition to Okta

- Legacy SERFF credentials are being phased out, with a target end date of late March.
- Direct emails are being sent to users who are not currently logging in via Okta, to help them prepare for the transition.
- All users should log in using Okta whenever possible, as it will be the standard authentication method going forward.



Checking Your Okta Access

- Go to <https://authenticate.naic.org>
- **Username:** Try your Legacy username. If that doesn't work, try your email address.
- **Password:** It may be different from your Legacy password.
 - If you don't know it, click Forgot Password.
 - Check your email for the password reset message.

Important

- If there are too many unsuccessful login attempts, your Okta account will temporarily lock.
 - This does not affect your Legacy access at this time.
 - If a lock occurs, the service desk can help resolve it.
- If you're unable to log in for any reason, ***please pause and stop trying.***
 - There's no need to contact the service desk or support teams right now.
 - You'll receive additional instructions in the coming weeks.

SERFF Education & Training

- SERFF Legacy Training – Industry
 - March 16 – 18
 - April 7 – 9
 - Sign up at naic.compass.org
- SERFF Legacy Training – Regulator
 - Scheduled by Request, e-mail education@naic.org
- SERFF Modernization Training for Industry Compact Filers
 - Next session March 11, 2026 ([EDU300-186](#))

Events

- NAIC Spring National Meeting
 - March 22-25 in San Diego
 - SERFF Update Session:
 - Monday, 3/23/2026 at 8 am
 - Manchester Grand Hyatt–Pier–Level 3
 - Virtual only but will be repeated at March PSC meeting
- LHCA
 - April 14-16 in San Antonio
 - SERFF Presentation: Thursday, April 16th from 10:00am-11:30am

SERFF Modernization Platform Update

New Features & Capabilities

- Modern interface
- Streamlined wizard for filing creation
- License verification against NAIC data
- Form Schedule AI
- Consolidation of methods for filing modification
- Robust document comparison and annotation capabilities
- Enhanced review features
- Task based approach for "to do" items
- Email notifications
- Tailored Disposition & Public Access flow
- Enhanced state business rule and configuration options
- Customized flow for Compact Registration
- Self-service user management
- AI Help Module

SERFF Modernization - Active Pilots

- ZipPDF
 - Equivalent of PDF Pipeline for SERFF Modernization
 - Similar to SERFF Filing Access
 - Does not currently work on Draft filings

Bulk Upload for Statement of Intent (Compact Only)

- Upload currently on draft only
- Mixed results on ease of use

We are seeking additional pilot testers for both features. Contact serffmodernizationquestions@naic.org for details.

Recent Updates

- Improvements to application response time
- Usability updates to the Amendments workflow
- Introduction of read only and restricted filer roles
- Compact Filing Activity report

In Progress

- Ongoing enhancements for Compact & Early Adopters
 - Rate Data Collection
 - Compliance Issue Creation
- Ongoing performance enhancements and UI improvements
- For Industry:
 - Improvements for Form Schedule AI
 - Faster processing
 - Fewer clicks
 - Compliance Issue Download

Key Future Enhancements

- Reusable filing components, including cloning and templates
- Expanded reporting capabilities
- ZipPDF generation for draft filings
- Ability to change TOI and Sub-TOI
- Additional state-specific business rules
- AI-enabled integrations and capabilities
- Improved and more actionable notifications
- More granular access management options

Early Adopter Program Update

Early Adopter States

Property & Casualty

- Arizona
- Arkansas
- Connecticut
- Maine
- Missouri
- Nebraska
- North Dakota
- Vermont

Early Adopters



Life, Accident, Health*

- Arizona
- Arkansas
- California
- Nebraska
- North Dakota
- Oklahoma

**ACA-related Types of Insurance (TOIs), specifically those beginning with "H" or "NA" from the Product Coding Matrix, will temporarily remain in the legacy SERFF system due to their complex integrations with CMS and dependencies on Plan Management and PPACA workflows. These TOIs will migrate at a later date.*

Early Adopter Transition Planning

- There is no single go-live date; each state will determine its own go-live timing.
- No states are ready to transition at this time.
- States will participate in training and User Acceptance Testing (UAT).
- Industry will receive training; limited UAT will be available, but not for all participating companies.
- UAT will include review and validation of migrated data.
- Except for draft content, all filings will be migrated. In progress work will pick up in the new platform.
- The implementation checklist developed during the Compact transition has been expanded and enhanced.
- Industry will receive at least 30 days' notice prior to cutover.

Additional Updates

SERFF Integrations

- SERFF offers these APIs for integration with the Legacy system:
 - State API – two way, states only
 - SERFF Integration Services – data pull for industry
 - SERFF Programmatic Interface – two way for industry
 - *ALL THESE SERVICES WILL EVENTUALLY BE RETIRED*
- Under SERFF Modernization, the following options are being built:
 - Data API – data pull for both states and industry
 - Transactional API – data push, in progress for industry
 - Snowflake – data access, currently for states only
- Interested in updates or information? Contact serffmodernizationquestions@naic.org
- Note that all services require legal agreements with NAIC.

SERFF Filing Access

- SERFF Filing Access will be rebuilt for each state as they transition.
- At present, functionality is similar to Legacy sites.
- https://www.serff.com/serff_filing_access.htm is the hub to link to all SFA sites.
- Presently, there are no services or bulk downloads for SFA data.

Open Q&A (Menti)

2026 Meeting Dates

- March 31
- April 22
- May 27
- June 24
- July 22
- August 26
- September 23
- October 28
- November 18
- December 16

Thank You