

## **Insurance to Improve Quality of Life**

Understanding and  
Addressing Barriers to  
the Financial Inclusion  
of Insurance

**NAIC 2024  
SPRING NATIONAL MEETING  
SUNDAY, MARCH 17TH  
1:00 PM – 2:30 PM (MT)**





## **Insurance to Improve Quality of Life**

Understanding and Addressing Barriers  
to the Financial Inclusion of Insurance

March 17, 2024 | 1:00 - 2:30 pm (MT)

### **Overview**

The United States is characterized by significant disparities in wealth and income. In particular, Black and Latino families disproportionately live economically fragile lives. Insurance is critical for managing the financial fragility that most households face and can also be an important source for building wealth, particularly across generations. More broadly, the idea of financial inclusion is to ensure access to financial products and services for all, including insurance, regardless of their existing net worth. As financial product account holders, “people are more likely to use other financial services, such as savings, credit, and insurance, start and expand businesses, invest in education or health, manage risk, and weather financial shocks, all of which can improve the overall quality of their lives” (<https://www.worldbank.org/en/topic/financialinclusion/overview>). During this event we will consider financial inclusion as it pertains to insurance products and services leveraging insights from existing data that tracks this information. We will further identify barriers to inclusivity in insurance product offerings and begin to discuss what can be done to address these barriers/protection gaps from an industry and regulatory perspective including lessons learned from other industry contexts. Finally, we will highlight the important role insurers play as investors in the communities in which they operate as well as the role of education involving financial and insurance literacy to close insurance protection gaps.

### **Learning Objectives**

- Define financial inclusion broadly and as it pertains to insurance.
- Provide a snapshot of insurance protection gaps and the drivers behind them.
- Identify barriers to inclusivity in insurance product offerings and outline potential regulatory solutions to these barriers.
- Highlight the role of the insurance industry in making investments to improve a community’s quality of life and building financial literacy.



## Plan For Event

1. Opening Remarks (*5 minutes*)  
**Commissioner Andrew Mais**, NAIC President

2. Financial Inclusion of Insurance Level Setting (*25 minutes*)  
**Kelly Edmiston**, CIPR

Dr. Edmiston will present on financial inclusion “stylized facts” related to racial/ethnic wealth gaps and economic fragility as well as the protection gaps of health and life insurance products and services. In addition to providing an overview of various secondary insurance data from existing surveys (e.g., [Fed’s Survey of Consumer Finances](#)), CIPR will discuss its research in this space including the collection of its own primary survey data related to health and life insurance protection gaps and inclusivity of insurance as measured by access, quality, and usage.

3. Panel discussion including potential regulatory solutions leveraging collaboration and innovation (*60 minutes including audience Q&A*)

### PANELISTS

**Dr. Brenda Cude**, NAIC Consumer Representative

**Karl Hersch**, Principal, US Insurance Leader, Deloitte

**Kristi Martin Rodriguez**, Senior Vice President, Nationwide Retirement Institute

### MODERATED BY

**Jeff Czajkowski**, Director, Center for Insurance Policy and Research





## **ANDREW N. MAIS**

NAIC President

Commissioner, Connecticut Insurance Department

Andrew N. Mais was nominated by Governor Ned Lamont to be Connecticut's 33rd Insurance Commissioner. Mais is the National Association of Insurance Commissioners (NAIC) President for the 2024 term and has served on their Executive Committee since 2021. He currently serves on the International Relations, Property & Casualty, and Financial Regulation Standards committees. He also serves on the International Association of Insurance Supervisors (IAIS) Macroprudential and Executive Committees and on their Insurance Capital Standards Task Force.

The IAIS is the international standard-setting body responsible for developing and assisting in the supervision of the insurance sector.

Mais has led discussions in several forums on race, diversity, and inclusion at the state level and within the insurance industry and in insurance practices. He has also joined the efforts led by Governor Ned Lamont and Lt. Gov. Susan Bysiewicz to address social inequities in Connecticut, including the Council on Women and Girls and cultural competency initiatives.

Mais is also Co-Chair of the NAIC's Special Executive Committee on Race and Insurance, charged with conducting research and analyzing issues of diversity and inclusion within the insurance sector.

Mais previously was a member of Deloitte's Center for Financial Services, providing industry-leading thought leadership and insight on US and international regulatory affairs.

Prior to that, he was a Director at the New York State Insurance Department. There he served four governors as part of the Department's senior leadership team through numerous events including the financial crisis of 2008 and major state and federal changes in health insurance regulations and laws.

Even outside the government, Mais dedicated much of his life to public service. He most recently served as chair of the Council on Ethics for the town of Wilton, CT, where he lives. Other recent service includes the Maritime Aquarium of Norwalk; the American Red Cross; the Board of Finance of the Town of Wilton; and the Rotary Club of Wilton.



## **KELLY D. EDMISTON**

CIPR Policy Research Manager

Kelly Edmiston is the Policy Research Manager in the Center for Insurance Policy & Research (CIPR) at the National Association of Insurance Commissioners (NAIC). His primary research areas are health, healthcare, and health insurance; socioeconomic disparities in health and insurance; investment finance; and macroprudential risk assessment.

Kelly's recent and ongoing CIPR projects involve social impact investing by insurance companies, health provider network adequacy, telehealth, alternative payment models and value-based payments, racial and ethnic disparities in health and insurance; and macroprudential risk assessment.

In addition to his duties at the CIPR/NAIC, Kelly is an adjunct instructor in the Department of Economics at the University of Missouri (Columbia), where he teaches Health Economics and State and Local Public Finance.

Previously, Kelly worked at Georgia State University and the Federal Reserve and has consulted extensively with the World Bank. He holds a B.A. *summa cum laude* and a Ph.D. in economics from the University of Tennessee.





## **JEFFREY CZAJKOWSKI**

CIPR Director

Dr. Jeffrey Czajkowski serves as the Director of the Center for Insurance Policy and Research (CIPR) for the National Association of Insurance Commissioners (NAIC). The CIPR provides research and education to drive discussion and advance thought leadership as well as action on current and emerging insurance issues amongst insurance regulators, policymakers, industry, and academics. This is accomplished through CIPR's events, research publications, newsletter and website, the Journal of Insurance Regulation, and its extensive NAIC research library holdings.

Prior to joining the CIPR, he served as the Managing Director for the Wharton Risk Management and Decision Processes Center at the University of Pennsylvania, conducting research on various economic and risk-related issues of natural disasters and resilience, as well as on issues of environmental economics. His work has been published in leading risk management, insurance, natural hazards, and environmental economics journals. A significant amount of his research involves working collaboratively in cross-disciplinary research teams and applying research findings through various interactions with top policymakers and senior executives in the insurance industry. This has included serving on two National Academy of Sciences committees, being an academic advisory board member for the World Economic Forum's Global Risk Report, a member of the Federal Alliance for Safe Homes (FLASH) Resilience Policy Council, and a fellow for the Willis Research Network.

He holds a B.S. from Carnegie Mellon University, an M.S. in environmental and urban systems from Florida International University, and a Ph.D. in economics from Florida International University.

Preceding graduate school, he worked in New York City as a research associate for Coopers & Lybrand Consulting and was a vice-president for JP Morgan. He has taught economic courses for over 15 years at a number of universities and was an adjunct assistant research professor at the International Hurricane Research Center (IHRC) at FIU.



## **BRENDA J. CUDE**

### NAIC Consumer Representative

Brenda J. Cude is Professor Emeritus in the Department of Financial Planning, Housing and Consumer Economics at the University of Georgia. She earned a Ph.D. in Consumer Economics at Purdue University.

Dr. Cude's primary research interests are in consumer decision-making, with an emphasis on personal financial literacy. She has published more than 80 articles and presented 200 papers at professional conferences. Dr. Cude is currently the Executive Editor for the prestigious Journal of Consumer Affairs.

Dr. Cude has been engaged in outreach throughout her career. From 1986 through 1998, she was a state extension specialist in Consumer Economics at the University of Illinois. In Georgia, she was the Statewide Coordinator of the Georgia Peer Financial Counseling (PFC) Program from 2004 to 2010.

Dr. Cude has served as a funded consumer representative to the National Association of Insurance Commissioners since 1994 and on the Board of Directors for the Consumer Participation Program since 1996. A specific area of expertise is consumer communication through websites, disclosures, and information/education targeted to consumers. She was a member of the U. S. Federal Advisory Committee on Insurance from 2014-2016.

Dr. Cude has served in a variety of capacities representing consumers. The most recent of these are the Direct Selling Education Foundation Board, 2011-2016; Public Member of the American National Standards Institute-Conference for Food Protection Accreditation Committee (2007-2014); and the Board of Directors, Insurance Marketplace Standards Association (2006-2011).

Dr. Cude has received numerous teaching recognitions, including from the University of Georgia and the University of Illinois, the Direct Selling Education Foundation, and the American Council on Consumer Interests.



## **KARL HERSCH**

Principal, US Insurance Leader, Deloitte

Karl is Deloitte's US Insurance Leader responsible for leading the firm's overall insurance sector strategy, bringing the firm's practice areas together to serve Deloitte's portfolio of insurance clients.

Throughout his 30-year career, Karl has served the financial services and insurance industries extensively, providing him with a well-rounded understanding of the most complex and critical issues clients face. Karl has experience working across Deloitte's Audit, Advisory and Consulting businesses, enabling him to bring Deloitte's best to our clients. He served as the Insurance Finance Transformation practice leader and the FSI Enterprise Performance practice leader.

Karl's vision as the US Insurance Leader is to inspire our clients and professionals to recognize the remarkable purpose-driven impact the insurance sector has on society through personal and commercial risk management, security and safety services and products, and on long-term wealth creation and preservation.





## **KRISTI MARTIN RODRIGUEZ**

Senior Vice President, Nationwide Retirement Institute

Kristi Martin Rodriguez currently serves as Senior Vice President of the Nationwide Retirement Institute® for Nationwide Financial, leading the teams responsible for advocating for and educating members, partners and industry leaders on issues impacting their ability to have a secure financial future.

In her current role, Kristi oversees an extensive network of knowledgeable professionals who provide hands-on consultation to develop client strategies and address the major concerns America's workers face when planning for retirement. Through timely insights, education and client-ready tools, both financial professionals and individuals are able to work directly with Nationwide to increase their awareness and knowledge of complex financial topics such as retirement income planning, health care, long-term care and Social Security.

Kristi has over 20 years of extensive experience in business-to-business and direct-to-consumer strategies and building high-performing teams. She joined Nationwide in 2015 as the Vice President of Marketing for Nationwide's retirement plans business. Before joining Nationwide, Kristi held marketing and business leader roles at Aetna and UnitedHealth Group. Her experience includes functioning as the enterprise program lead of health care reform for UnitedHealthcare. Additionally, Kristi led a business development team working with the public sector, labor and trust and national accounts as liaison to their sales organization. She has a bachelor's degree in finance from Hampton University as well as a Series 6 and 26 securities registrations.

She is an active member of the community, working with several non-profit and social organizations that aid unserved communities throughout the country. Kristi is the founder and President of the Financial Alliance for Racial Equity (FARE) - a 501(c)6 organization dedicated to increasing racial diversity, driving greater equity and fostering inclusion within financial services and the communities served. She is also one of the founding members of the Ohio chapter of The National Association of Securities Professionals (NASP), an organization helping people of color and women achieve inclusion in our industry. Kristi serves as a board member for Kindway, a non-profit organization dedicated to the successful re-entry of incarcerated men and women into the community. Additionally, Kristi is a member of the Board of Trustees for The American College of Financial Services.



## **Additional Resources**

### **Deloitte eminence for 2024 NAIC Spring Meeting**

#### [2024 insurance regulatory outlook](#)

The future of regulatory compliance for the insurance industry will require leaders to find balance between opportunity and obligation. Explore how insurance leaders can stay on top of regulatory shifts in 2024, including artificial intelligence (AI) governance and the impact of climate change.

#### [2024 Global Insurance Outlook](#)

Insurers evolving to address changing operating environment and precipitate even greater societal impact.

#### [Financial inclusion is no longer optional](#)

As new regulatory changes place a renewed focus on responsible banking, financial institutions have an opportunity to make meaningful strides in advancing financial inclusion by providing better support to underserved communities through innovation in products and services. Learn why financial inclusion is important and find key offering considerations for banks as they prepare to keep up with changes in the market.

#### [Financial inclusion and the underserved life insurance market, part one](#)

COVID-19 boosted adoption of life insurance products in the United States, but carriers will likely need to do more to close the coverage gap. Our survey reveals what happened and the possible market implications.

#### [Financial inclusion and the underserved life insurance market, part two](#)

Amid low interest rates, life insurers seeking growth opportunities could target the vast US underserved segments. But they first may need to understand the nuances in attitudes and desires of the varied demographics.

#### [2023 DEI Transparency Report | Deloitte US](#)

2023 Deloitte Diversity, Equity, and Inclusion (DEI) Transparency Report

### **U.S. Financial Literacy and Education Commission**

#### [U.S. Financial Literacy and Education Commission Annual Report to Congress FY 2022](#)

This report, also known as the Strategy for Assuring Financial Empowerment (SAFE) Report, highlights the relevant activities of the FLEC represented agencies in promoting financial literacy and education in FY 2022. Continuing its strategic focus to coordinate, support, and encourage federal government efforts to improve financial literacy and education, the FLEC is committed to serving as a thought leader and partner in public and private sector efforts to improve Americans' financial knowledge, skills, and decision-making and to empower Americans to use these abilities to enhance their financial well-being.

#### [National Strategy for Financial Literacy 2020](#)

The National Strategy details the federal government's financial literacy priorities and underscores its plan to collaborate with state, local, and tribal governments and the private sector to strengthen financial capability for all Americans.

### **National Association of Insurance Commissioners**

#### [Financial Wellness Resource Guide](#)

State Diversity, Equity, and Inclusion (DEI) initiatives focused on improving the financial literacy of underserved populations within the insurance sector.

### **The Nationwide Retirement Institute®**

#### [Resources for Financial Professionals - Nationwide](#)

Nationwide and the Nationwide Retirement Institute® provides a robust collection of educational materials and resources on a variety of financial planning topics to help Financial Professionals differentiate their practice.



## Additional Resources

### **The Financial Alliance for Racial Equity**

[thefare.org](https://thefare.org)

Increasing Financial Services Diversity, Equity, Inclusion and Belonging through Intentional, Actionable and Measurable Solutions.

### **Consumer Federation of America**

[EXPOSED: A Report on 1.6 Trillion Dollars of Uninsured American Homes](#)

## CONSUMER GUIDES/SHOPPING GUIDES

### **Property & Casualty Insurance**

[A Shopping Tool for Auto Insurance \(pdf\)](#)

[A Shopping Tool for Homeowners Insurance \(pdf\)](#)

### **Health Insurance**

[Consumers Guide to Using Your Health Plan \(pdf\)](#)

[Understanding Health Care Bills: Filing Insurance Claims](#)

[Understanding Health Care Bills: How to Appeal Denied Claims](#)

### **Life Insurance**

[Life Insurance Buyer's Guide \(pdf\)](#)

## CONSUMER INSIGHTS

### **Health Insurance**

[Enrolling in Marketplace Coverage for 2024: What you should know about open enrollment](#)

[Three Ways to Protect Yourself During Medicare and Medicare Advantage Open Enrollment](#)

[What You Should Know About Surprise Billing](#)

### **Life Insurance**

[Want to Purchase Life Insurance? Here Are Tips to Help You Through the Process](#)

[What Type of Life Insurance Is Right for You?: Understand the Difference Between Term and Cash Value](#)

### **Natural Disasters: Recovery and Mitigation**

[What to Do Before and After a Storm](#)

[Reduce Your Risk Against Climate-Related Losses](#)

### **State DOIs**

[State DOIs: Your Ally in the Insurance World](#)

The National Association of Insurance Commissioners (NAIC) is the U.S. standard-setting and regulatory support organization created and governed by the chief insurance regulators from the 50 states, the District of Columbia and five U.S. territories. Through the NAIC, state insurance regulators establish standards and best practices, conduct peer review, and coordinate their regulatory oversight. NAIC staff supports these efforts and represents the collective views of state regulators domestically and internationally. NAIC members, together with the central resources of the NAIC, form the national system of state-based insurance regulation in the U.S.

For more information, visit [www.naic.org](http://www.naic.org).