



SMARTER DECISIONS

Decoding Disruption

SUMMIT AGENDA

ARRIVAL: MONDAY, MAY 22

6-8 p.m. **Evening Welcome Reception**
Lakeview Room, 7th floor

DAY 1: TUESDAY, MAY 23

7:30-8:30 a.m. **Breakfast**
Pre-assembly, 8th floor

8:30-9 a.m. **Welcome and Introduction**
Grand Ballroom, 8th floor

Mark McElroy
Executive Vice President, Insurance
TransUnion

Geoff Hakel
Senior Vice President, Insurance
TransUnion



9-10 a.m.

Keynote: Preparing for “The Big One”: What You Need to Know to Survive and Thrive the Impending Tech Quake

Grand Ballroom, 8th floor

John Ellis

Managing Director

Ellis & Associates

General Session Description:

Technology is enabling change at a rate like never before. Your customer can buy a car for which you provide insurance, and in a matter of days, that car can receive a software update drastically increasing its functionality. Similarly, you may provide insurance for a customer who recently purchased a new home, and in just a few months, that customer decides to convert to a smart home complete with smart locks on windows and doors, interior and exterior cameras, and emergency and climate monitoring.

As you know, business models are being destroyed and created over months and years rather than decades. Advancements are already starting to impact insured assets and risk profiles can change almost overnight.

John has been a distinctive force in the mobile and automotive industries for over 25 years. In his keynote, he'll share his perspective on the direct and indirect impact these changes have had on the insurance industry, and how you can capitalize on the disruption ahead.

10-10:15 a.m.

Break

Pre-assembly, 8th floor

10:15-11 a.m.

Insuring Results in a Mobile-first World

Grand Ballroom, 8th floor

Brad Auerbach

U.S. Industry Manager, Insurance

Facebook

General Session Description:

In this more open and connected world, mobile is revolutionizing every industry. Brad Auerbach will discuss how mobile is impacting consumer behavior, and share examples of the tools and technologies across Facebook, Instagram and Messenger that enable communication between people and carriers in compelling, measurable and innovative ways.

11-11:30 a.m.

The Changing Household: How Does Insurance Need to Change With It

Grand Ballroom, 8th floor

Yuan Rao

Vice President, Insurance Analytics

TransUnion

General Session Description:

Household changes have been well-documented in social studies over the last few decades. With the median age of first marriages steadily increasing and family households as a percent of total households on the decline, it's widely believed such household changes also lead to lifestyle changes and have implications on important life decisions, such as home and auto purchases. In this session, we'll look at unique research by TransUnion on whether household and lifestyle changes are real; if the Great Recession of 2008-2009 altered the long-term trends, what implications these have on consumers' insurance needs, and further, how insurers can prepare for them.

Session Highlights:

- Are people delaying important purchases, such as their first car and/or first home?
- Is re-urbanization, i.e., the movement from suburbs to urban areas, a real thing?
- Has the Great Recession of 2008-2009 altered long-term trends of household changes? Is it true households are getting bigger as young adults live with their parents longer? What are the implications for insurance needs?

11:30 a.m.-
Noon

Millennials - Are They Worth the Effort?

Grand Ballroom, 8th floor

Jeff Reynolds

Vice President, Product Development

TransUnion

General Session Description:

Millennials represent the largest opportunity for insurance carriers to target for revenue growth. However, generational differences suggest this effort will be much different than the past. In this session, we'll look at unique research to evaluate behavioral differences between Millennials and other generations, and more importantly, what insurance carriers should consider when looking to acquire and retain Millennials.

Session Highlights:

- What is the risk profile of Millennials?
 - Are credit-based insurance scores as predictive for younger generations?
 - What other practices are recommended for catering to different generational preferences and behavior across the insurance policy lifecycle?
-

Noon-1 p.m.

Lunch

Pre-assembly, 8th floor

1-3:45 p.m.

Breakout Sessions

(15-minute break after each session)

You'll participate in three breakout sessions which you chose during registration. Breakout sessions will be on the 7th and 8th floors of the hotel.

Session 1 1-1:45 p.m.

Session 2 2-2:45 p.m.

Session 3 3-3:45 p.m.

4-4:30 p.m.

The Interaction of Customer Relationship and Portfolio Management Techniques

Grand Ballroom, 8th floor

Stothard Deal

Director, Product Development

TransUnion

General Session Description:

Portfolio management has traditionally focused on monitoring the profile of inforce customers based largely on information obtained at policy inception. The lines between portfolio management and holistic customer experience strategies are blurring as consumer expectations of their relationship with insurance companies heighten, consumer behaviors evolve, and ever-increasing volumes of data enable more informed decision making. In this session, we'll share distinct insights that illustrate how a more informed view of the customer can enhance traditional portfolio management techniques and deepen your relationship with your customers

Session Highlights:

- Compare the insurance industry's current knowledge of customers to other industries
 - Discuss how evolving consumer expectations and availability of data enable and require insurance companies to know more about their customers
 - Review examples of how new, external data can help enhance your existing portfolio management practices
-

4:30 -5:15 p.m.

Breaking Down Insurtech and Why the Industry Must Be Ready for Change

Grand Ballroom, 8th floor

Gregory Bailey

Co-founder and CEO

Denim™

General Session Description:

Insurtech is growing and growing fast, with 2016 producing a record \$2.9B in capital invested. While Insurtech is abuzz around the industry, the rapid pace of change can make it difficult to keep up with what's going on. In this session, Gregory Bailey, CEO and Co-founder of Denim and host of the Denim Rivet Podcast, breaks down the Insurtech ecosystem. Through his interviews with the disrupters themselves, as well as his own company's innovation, Gregory examines the players in Insurtech and new innovations on the horizon set to disrupt the Insurance industry.

Session Highlights:

- An overview of the Insurtech ecosystem: Who are the players and how are they bringing disruption?
- What new technologies are on the rise and how are they impacting insurance?
- Growth hacking" – innovation around customer acquisition and how companies are scaling solutions

6-9 p.m.

Cocktails and Dinner

River Roast

315 N. LaSalle Street

Chicago, IL



DAY 2: WEDNESDAY, MAY 24

7:30–8:15 a.m.

Breakfast

Pre-assembly, 8th floor

8:15–9:00 a.m.

Child Rescue Coalition

Grand Ballroom, 8th floor

Desiree Asher

Board of Directors

Child Rescue Coalition

General Session Description:

The Child Rescue Coalition uses advanced technology to help law enforcement track, arrest and prosecute those who use the Internet to harm children. The organization offers its technology pro bono to local, national and global law enforcement agencies. As a result, they've seen the power of data help police capture more than 8,000 criminals and rescue more than 1,900 children. This session will demonstrate why TransUnion is a proud supporter of the Child Rescue Coalition and showcase how good information can be when used to help protect vulnerable populations.

9–9:45 a.m.

Predictive Analytics in the Insurance Claims Process

Grand Ballroom, 8th floor

Anthony Sullins

Director, Product Development

TransUnion

Lauren Cavanaugh

Managing Director

FTI Consulting

General Session Description:

Significant financial opportunities exist for insurers to improve claims performance by applying predictive analytics and leakage analysis to the claims process. Insurers have to be willing to leverage both internal and external data sources to optimize claims performance. The successful application of predictive analytics and leakage analysis can reduce unnecessary claims expense and bring clarity to those claims with the highest development costs and fraud risk.

Session Highlights:

- Financial opportunities within the claims process
 - Optimization of internal insurer data
 - Identification of claims with the highest potential for fraud
-

9:45–10:15 a.m.

How Much is Good Behavior Worth? Moving from Assessing Risk to Influencing It.

Grand Ballroom, 8th floor

Zak Alvarez

Senior Consultant, Insurance Strategy and Planning

TransUnion

General Session Description:

The launch of the peer-to-peer insurance model has stoked much discussion and speculation around industry disruption and how successful and sustainable the model will be. While success and sustainability are interesting questions, a deeper look under the hood reveals the introduction of two key components to insurance: behavioral science and machine learning. In this session, we'll examine the applications of these concepts today and in the future, as well as implications they have on insurance carriers and consumers. Can insurance carriers move beyond assessing and pricing risk to actively reducing it? We want to find out.

Session Highlights:

- Dissecting the peer-to-peer insurance model
- How carriers can use behavioral science and data to actively reduce risk
- The potential disruption and benefits of bringing machine learning/artificial intelligence to insurance

10:15–10:30 a.m.

Break

Pre-assembly, 8th floor

10:30–11 a.m.

Denim Rivet Podcast

Grand Ballroom, 8th floor

Gregory Bailey

Co-founder and CEO

Denim™



11-11:45 a.m.

Insurance Shopping in the 21st Century: A Look Ahead

Grand Ballroom, 8th floor

David Drotos

Vice President, Product Development
TransUnion

General Session Description:

The way goods and services are bought and sold has evolved dramatically in a very short time due to the explosion of e-commerce retailers enabling data-informed, personalized and seamless experiences. While technology has also helped to evolve insurance shopping, the quoting and buying experience is still time-consuming and ripe for disruption. In this session, we'll explore what the future holds for the insurance industry if consumers are empowered to use their own data "token" to enable seamless, one-touch quoting and buying in a secure fashion across multiple lines of business.

Session Highlights:

- Current state of the consumer shopping experience
 - What a 21st century insurance shopping experience could look like
 - Are consumers and the industry ready for this?
-

**11:45 a.m.-
Noon**

Closing remarks

Grand Ballroom, 8th floor

Mark McElroy

Executive Vice President, Insurance
TransUnion

Noon

A box lunch will be provided
Pre-assembly and State, 8th floor



BREAKOUT SESSIONS

- 1.** **Solving the Commercial Auto Profitability Crisis**

Anthony Sullins
Director, Product Development
TransUnion

Breakout Session Description:

The commercial auto industry has not had a combined ratio below 100 since 2010, despite modest renewal premium increases. The industry needs new underwriting and risk segmentation tools that reduce expense ratios and improve underwriting and pricing segmentation. Register for this session to participate in a discussion of our enhanced, data-driven commercial auto solutions and the benefits they provide to commercial auto carriers

Session Highlights:

 - Learn about the significant investments TransUnion is making in our development of commercial auto solutions
 - Identify the benefits of applying innovative, data-driven solutions to commercial auto insurance
 - Strategy for how to best adapt and succeed in a market that has been unprofitable for several years

 - 2.** **Moving from Digital Shopping to Buying: Fraud Behaviors and the Consumer Experience**

Lisa Volmar
Senior Director, Product Development
TransUnion

Breakout Session Description:

While online insurance shopping has remained consistently high, will online buying finally surge ahead in the upcoming months? New fraud tools from Insurtech are needed to improve consumer conversion, but still provide front-line protection to carriers and consumers for online fraud.

Session Highlights:

 - What would make 2017 the year online buying sees double digit growth?
 - Challenges with detecting online insurance fraud for Insurtech
 - Top examples of online fraud that can now be detected and managed
-

3. Consumer Behavior During Online Comparison Shopping

Katherine Adams

Consultant, Product Development
TransUnion

Breakout Session Description:

The percentage of auto insurance shoppers using online comparison sites to obtain quotes is ~15% and growing, but only a fraction of these convert into policies. How can carriers better identify who's likely to buy with them in the online comparison shopping environment? In this session, we'll view online comparison shopping activity through the lens of the TransUnion Quote Exchange and explore how consumer behavior varies by shopper profile, and how the use of data can help carriers target more effectively.

Session Highlights:

- Behavior of online comparison shoppers
 - Changes in online comparison shopping behavior by demographic and risk profile
 - How a more detailed view of online shoppers can help inform targeting
-

4. Portfolio Management: Becoming Your Competitors' Disruptor to Increase Profitability

Michael Gaughan

Vice President, International Insurance
TransUnion

Breakout Session Description:

There is a myriad of changes that occur in your book of business that impact risk, premium and ultimately profitability. Policyholders get married, divorced, move, buy cars and homes, change jobs and take on new debt. The household composition continues to evolve as policyholder situations ebb and flow. TransUnion has insights into many of these household and life event changes, from our bank, credit institutions, subscriptions, and public and court records data. Bringing together TransUnion's many diverse data sources allows you to actively monitor your book of business and take appropriate action. At the same time, having better insights into your customers' life events, allows for tailored customer service interactions. Attend this session to hear how you can become your competitors' disrupter through active portfolio management.

Session Highlights:

- Learn how to proactively identify and address risk changes in your book and take action
 - Explore targeting attrition to retain more business
 - Assist policyholders when a need for new or additional coverage arises
-

5. Understanding the Opportunities and Challenges of New, Disruptive Pricing Enhancements

Stothard Deal

Director, Product Development
TransUnion

Courtney Anderson

Consultant, Insurance Analytics
TransUnion

Breakout Session Description:

The availability of new data sources, advanced modeling techniques and competitive pressures in a saturated personal auto market are fueling the desire for companies to continuously enhance their pricing models. New, disruptive pricing enhancements offer the opportunity of a competitive advantage to early adopters, but not without some risk. Companies vary in how they manage this risk/reward trade-off. In this session, we'll highlight some of the latest innovations in pricing enhancements, and discuss considerations on how companies can adopt these new enhancements to benefit their business.

Session Highlights:

- Understand the external trends driving the desire for continuous enhancement of pricing models and the challenges pressuring adoption
- Discuss how regulators are responding to new pricing innovations
- Share examples of new, disruptive rating enhancements based on TransUnion's unique data sources

6. Linking and Utilizing Data in Claims Investigations

Jason Ferrall

Manager, Sales
TransUnion

Mark Stolle

Business Unit Executive
Globlue Technologies, LLC

Breakout Session Description:

In this session, we'll discuss the different types of data being used in today's claims investigation environment. You'll learn about enhanced identity resolution, visualization and linking techniques that will greatly increase large case investigations speed and accuracy, assisting in making sure you have identified all "actors" and links between them. We'll also have a live demonstration of the latest tools available to claims to assist in this traditionally labor-intensive and time-consuming task.

Session Highlights:

- New tools and techniques in claims investigations
- Live demonstration of our data visualization and analytical tool
- Examples and testimonials of real insurance carrier results