

Future of Claims: The Impact of a Shared Economy and Emerging Technology

Thursday, February 25, 2016, 9:30 a.m.

Karen Furtado
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Boston, Mass.

Karen Furtado, a partner at Strategy Meets Action, has an exceptional understanding of core systems in insurance and the transformations required to achieve success. Her expertise is comprehensive – policy administration, rating, product configuration, billing, and claims – and is combined with a deep understanding of how to integrate mature and emerging technologies with core systems. Those seeking an edge in today’s highly competitive world turn to Karen to capitalize on her unparalleled knowledge and experience in connecting solutions to business and information technology requirements. She is often quoted in major insurance publications and speaks frequently at leading industry conferences.

Karen held various leadership positions prior to joining SMA, including insurance practice director at Collaborative Consulting and vice president of CGI’s insurance practice. Karen holds a bachelor’s degree from Springfield College in Springfield, Mass. She is currently serving as the chair of the LPGA Foundation board.

Session Description:

The emergence of a sharing economy and innovative technologies are challenging the insurance industry like never before and claims departments are significantly impacted. This session will review several emerging business model trends, including shared economy companies, such as Airbnb, Zipcar, Uber and Lyft. Discussion will also include innovative technologies which will soon be commonplace, such as connected homes and cars, aerial imaging, and the *Internet of Things*, which is the ability of an object to transfer data over a network without human intervention. Attendees will learn how insurers are responding to the changing landscape and how to chart a path to move forward.



Top Three Session Ideas

Tools or tips you learned from this session and can apply back at the office.



1. _____

2. _____

3. _____

Future of Claims: The Impact of a Shared Economy and Emerging Technology

Session Outline

Overview

Two Iconic Brands...Lulled Into Inaction

Next-Gen Insurer Model Priorities

- Triggers Driving Change

Transformation Journey: Modernizing Core Process & Technology is Foundational

Next-Gen Insurer – Reimagine the Business of Insurance

Current: Claims Management and Process

Game Changes in Insurance

- Significant Capital
 - Insurance Companies VC Investing in Insurance
 - Big Technology Companies
 - Other Industries
- Digital Transformation
 - What Happens in an Internet Minute?
 - Mobile Changes Everything – Accelerating Digital
- Customer Expectations
- Emerging Technologies and Data
 - Maturing Technologies
 - Emerging Technology Landscape
 - Physical Domain
 - Virtual Domain
 - Emerging Tech Theme #1: Speed to Market is Vital But Speed of the Market is Even More Important
 - Emerging Tech Theme #2: Emerging Tech Creates Opportunities and Threats
 - Emerging Tech Theme #3: A Fully Connected World But Evolving Unevenly
 - Connected World Projections of Growth
 - Emerging Tech Theme #4: Data is Central to All But Worthless Unless Leveraged

Future: Claims Mitigation and Prevention

SMA Call to Action

- Make a Choice Around Change
- Become Customer-Centric
- Connect the Future to Today

Q & A

Future of Claims: The Impact of a Shared Economy and Emerging Technology

Karen Furtado



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Strategy Meets Action Services

NEXT-GEN INSURER

DIGITAL
INSURER

CUSTOMER
EXPERIENCE

CORE
MODERNIZATION

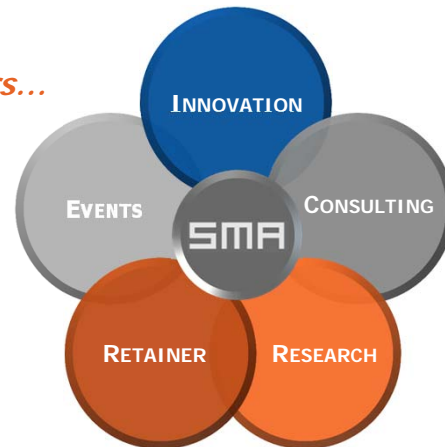
BUSINESS
ANALYTICS

EMERGING
TRENDS & TECH

SMA is advising and guiding our customers...

- tap into infinite possibilities
- make wise strategic investments
- shape smooth transformations

... become NEXT-GEN INSURERS



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"We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten.

Don't let yourself be lulled into inaction."

– Bill Gates



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Two Iconic Brands ...Lulled into Inaction

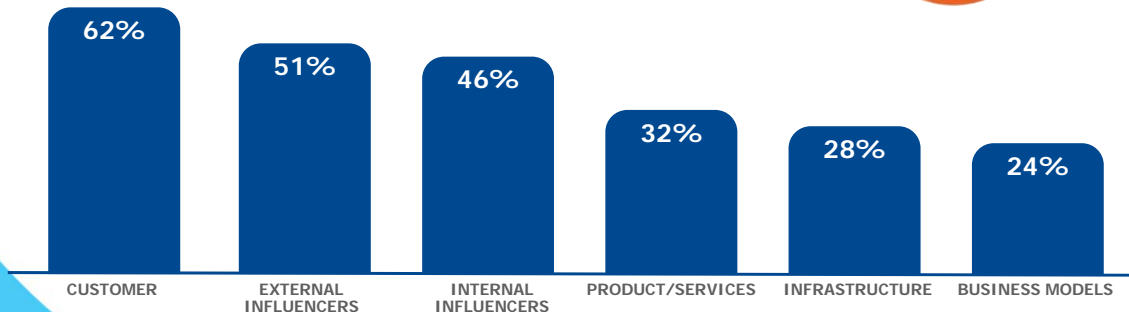


Source: Google Images



Next-Gen Insurer Model Priorities

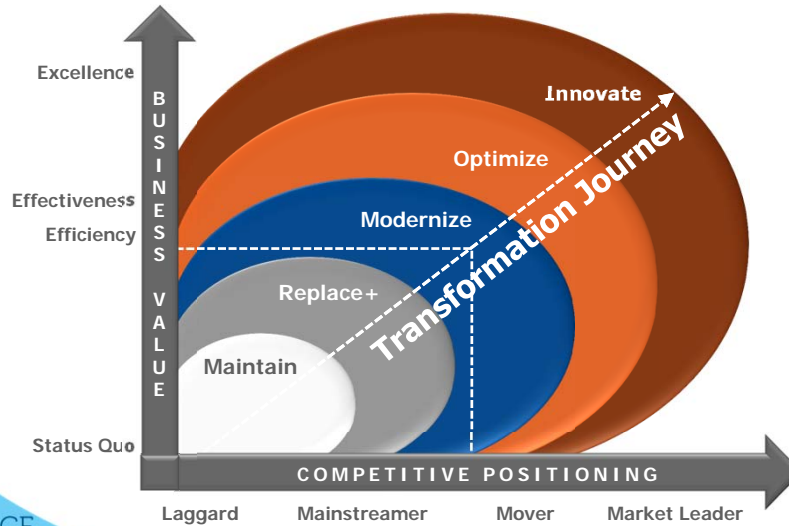
Triggers Driving Change



Source: SMA Research, Innovation Survey 2015, n= 147



Transformation Journey: Modernizing Core Process & Technology Is Foundational



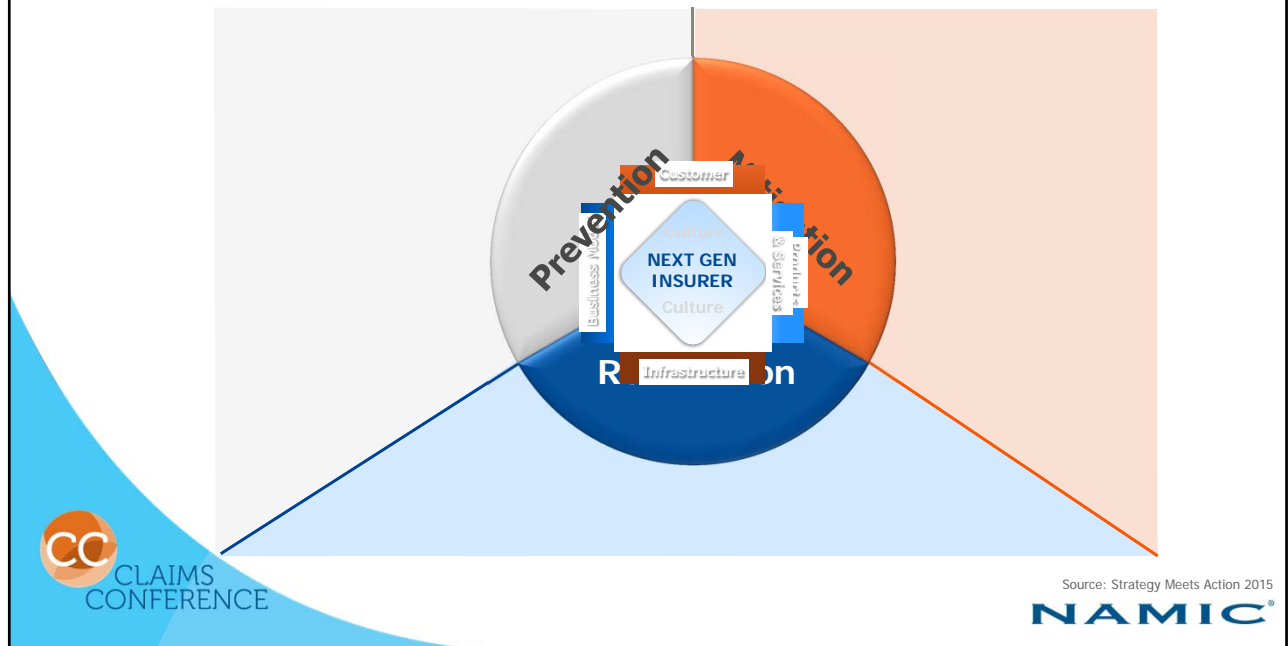
Source: Strategy Meets Action 2015



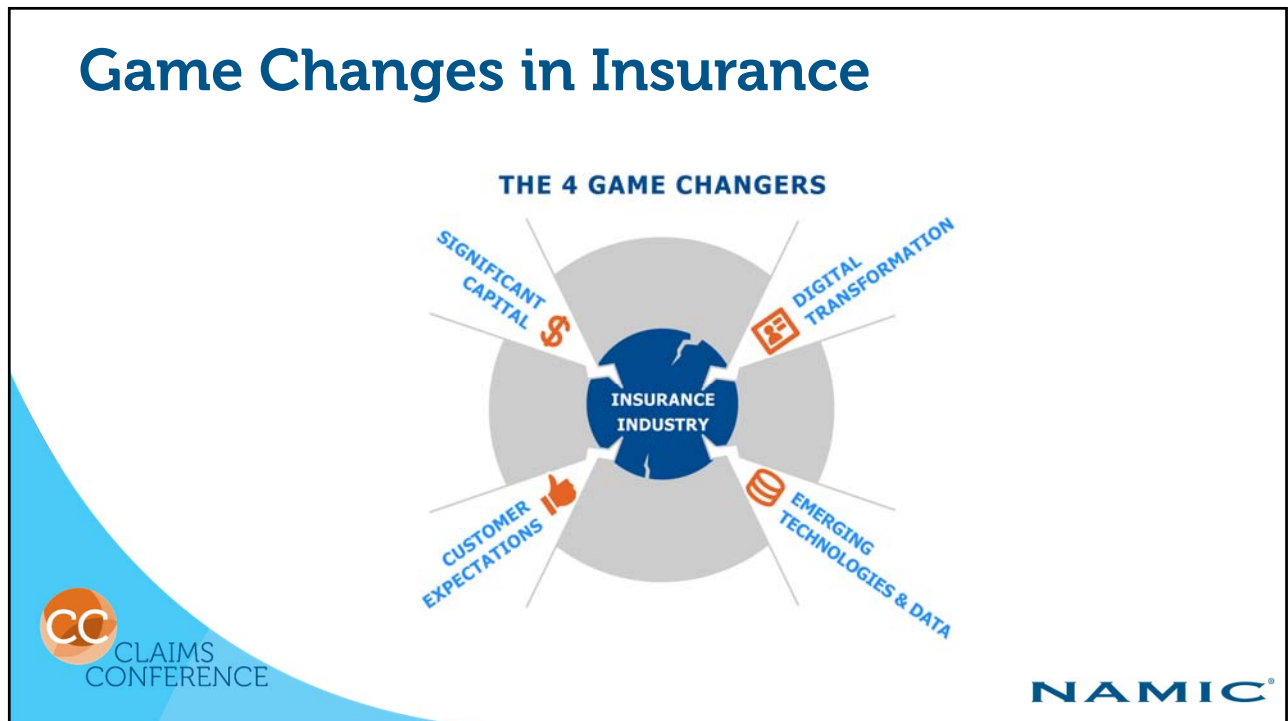
Next-Gen Insurer Reimagine the Business of Insurance



Current: Claims Management and Process



Game Changes in Insurance



Significant Capital

Investors

Over \$1B in insurance / \$10B FS 2015 – up 6X Partnerships Microsoft VC & American Family - Connect Home



Insurance Companies VC Investing in Insurance

Notable Insurance Providers Investing in Startups



Source: CB Insights 2015



Significant Capital – Big Technology Companies



Google

amazon.com[®]

facebook.



Microsoft



Source: Google Images

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Significant Capital – Other Industries

Shared Economy



UBER



airbnb

zipcar.

LendingClub

Auto Industry



Other Industries



MONSANTO 

AT&T Digital Life



Source: Google Images



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Digital Transformation



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What happens in an INTERNET MINUTE?



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Mobile Changes Everything – Accelerating Digital

FRONT CAMERA

- identity & recognition
- age, health verification

INSURANCE & 3RD PART APP

- quote/claims/billing
- lifestyle and health
- connected home/car/life

TOUCH ID

- one touch payment
- identity recognition
- sso



GYRO/ACCELEROMETER

- FITNESS
- DRIVING HABITS
- ACTIVITY LEVELS

GPS/COMPASS

- location – work, home, travel
- driving history/distance
- real time/geo insurance



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Customer Expectations



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Changing Customer Expectations

Desire to be heard
and respected

Support via any
channel – anytime,
any where anyhow

All Generations

Expects consistent
ease of doing
business

Personalized/
Customized



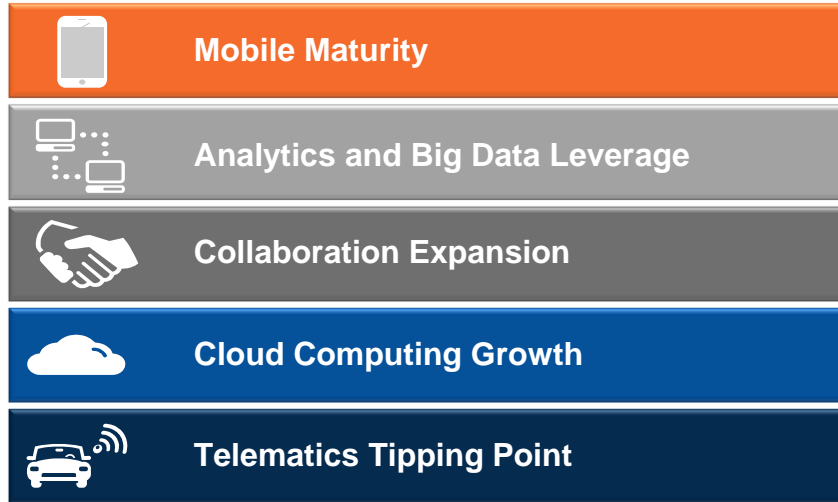
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Emerging Technologies and Data



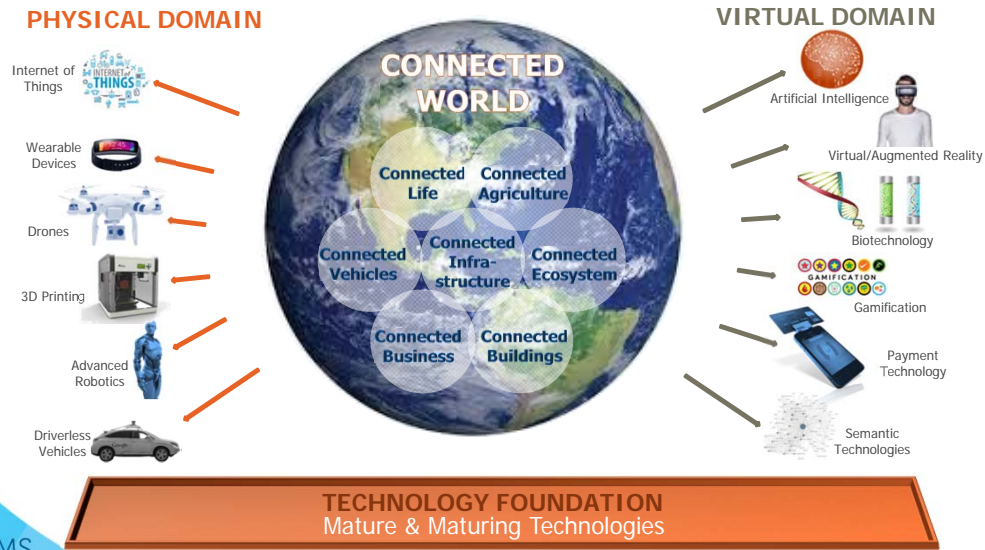
Maturing Technologies



Source: Strategy Meets Action 2015



Emerging Technology Landscape



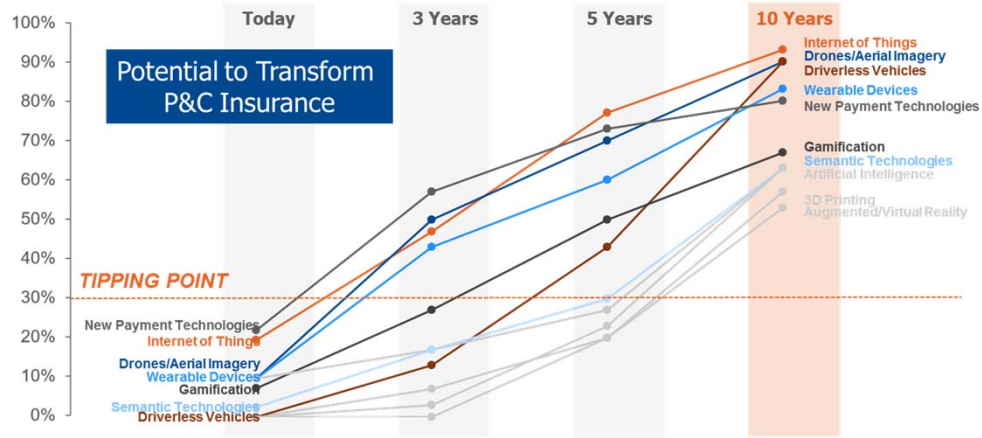
Source: Strategy Meets Action 2015



Emerging Tech Theme #1

Speed TO Market is Vital...

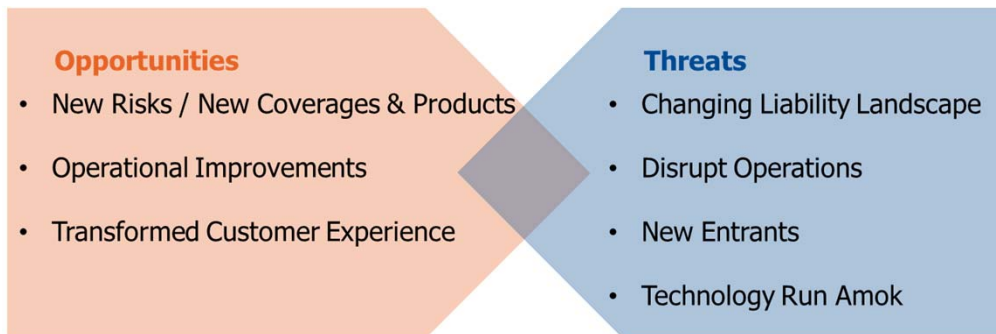
...But Speed OF the Market is Even More Important



Emerging Tech Theme #2

Emerging Tech Creates Opportunities....

...And Threats



Source: Strategy Meets Action 2015



Emerging Tech Theme #3

A Fully Connected World.... But Evolving Unevenly



Source: Strategy Meets Action 2015



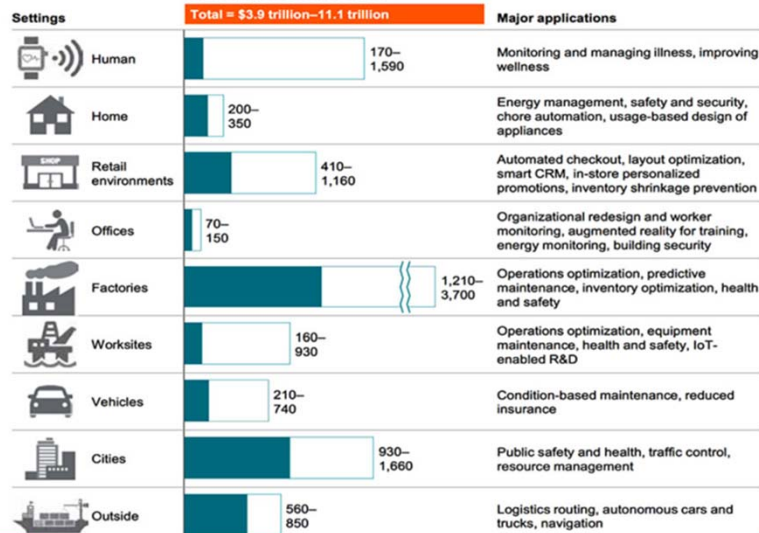
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Connected World Projections of Growth

Size in 2025¹
\$ billion, adjusted to 2015 dollars

■ Low estimate □ High estimate



Source: CB Insights 2015



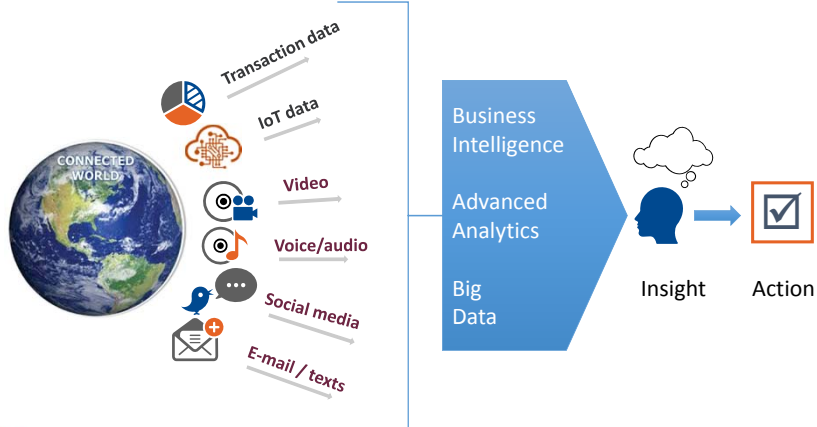
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Emerging Tech Theme #4

Data is Central to All....

...But Worthless Unless Leveraged



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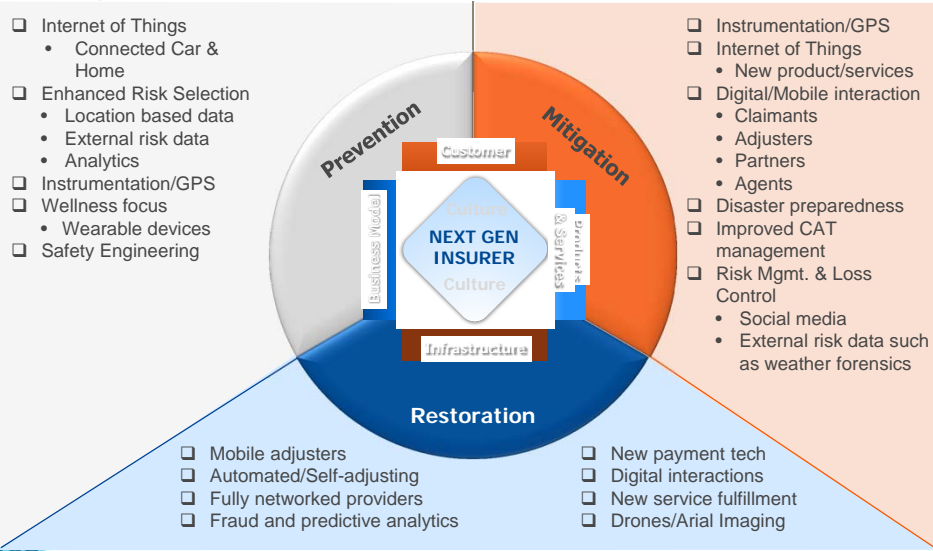
Source: Strategy Meets Action 2016

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Source: SVIC Insurance Disrupted 2015

Future: Claims Mitigation and Prevention



Source: Strategy Meets Action 2015



“ ... you need to be on the forefront of challenging your current business model.

Otherwise someone else will. ”

– *Leading Digital*



SMA Call to Action

Make a choice around change

Become customer-centric

Connect the future to today



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Questions?

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