

Agenda Items 2.6
November 27/18 Board Meeting

Committee Reports Addressing CAFII Priorities As At November 23, 2018

Licensing (Chair, Moira Gill)

- Insurance Councils of Saskatchewan Executive Director Ron Fullan and Director of Compliance April Stadnek have agreed to a joint CLHIA and CAFII request to create a Restricted Insurance Agents (RIA) Advisory Committee, which will give the RIA sector some representation and “a voice”, both proactively and reactively, on RIA-related matters being considered by ICS. The intended date of implementation is 1 January, 2019
- This is the successful outcome of a long-standing effort and a significant achievement which will provide a model for a RIA representation/voice mechanism that can be discussed and pursued with other provinces that have RIA regimes

Market Conduct (Brad Kuiper, Chair)

- Have dedicated significant time and attention to developing a CAFII response submission on the AMF’s Regulation Respecting Alternate Distribution Methods. A draft of that submission is currently being reviewed and refined, in accordance with a Critical Path for delivering the submission, in both English and French, by the December 10/18 deadline
- Will next be working intensively to develop a CAFII response submission on FSRA’s Proposed Fees and Assessments Rules for delivery by the January 4/19 deadline

Media Advocacy (Charles Blaquiere, Chair)

- A series of meetings were coordinated with the members of the Media Advocacy Committee, including some representatives who do not usually attend Committee meetings, on the CBC Marketplace story—to share information, coordinate activities, and strategize
- Have developed a new storyline for a second video, on the Travel Medical consumer research findings; video is now being developed by the RankHigher video production team for publication on the CAFII website in January, 2019
- Have continued making investments and enhancements on the website
- Held a session on the metrics / traffic to the website which confirmed that the Search Engine Optimization strategy is gaining traction
- Have developed a 2019 preliminary plan for website enhancements; will be finalized after the budget is approved. Recommended priorities are 1. Three new website videos; 2. Additional consumer stories in the consumer-facing section explaining the products our members offer; 3. Two semi-annual reports on the key metrics and traffic on the website
- Are working with Research & Education Committee on the strategy around public release, if any, of the Credit Protection Insurance research results

Research & Education (Diane Quigley, Chair)

- Have worked with Pollara on the analysis of the Consumer Research on Credit Protection insurance
- Have had an initial review of the results and will have further meetings over December to:
 - o Discuss the results
 - o Develop the key messages
 - o Recommend next steps including whether CAFII should publicly release some of the findings
- Are reviewing options for 2019 research priorities

Travel Medical Insurance Experts Working Group (Sue Manson, Chair)

- Met with the CCIR Travel Insurance Working Group (TIWG) in late October for a preliminary discussion about the travel health insurance-related data elements which the regulators would like to gather from the industry on an ongoing basis with respect to monitoring/oversight related to CCIR's Travel Health Insurance Products Position Paper and the industry's related reforms
- Have also met with CLHIA and THIA to ensure industry alignment around the three Associations' late October meetings with the TIWG; and in preparation for a joint approach to a single/unified follow-up meeting with the TIWG in early December, on the same subject as the late October meetings
- Contributed to development of the new storyline for a second CAFII website video, on the travel medical insurance consumer research findings