

Agenda Item 5(a)(iv)
May 26/20 EOC Teleconference Meeting

Options for CAFII Members around Media Proactivity and Posting COVID-19 Related Information on the CAFII Website

Background: CAFII is having regular teleconference meetings of a Directors and Designates COVID-19 Information-Sharing Group. During these discussions, it was suggested that the Association and its members may benefit at this time from particular proactive media communications initiatives, including collecting information that could be used if a negative media column/story about credit protection insurance or travel insurance appears, along with the potential for posting material on our website that positions the industry in a positive light. It is important to note that these options are not mutually exclusive. For example, CAFII Media Consultant David Moorcroft feels that if we share positive client stories, media will ask us for data on claims levels and whether our percentage of claims approved has changed.

Option 1: Positive customer stories. CAFII Media Consultant David Moorcroft has recommended that CAFII collect from members “positive stories” about how they are supporting their customers during COVID-19. These would not be customer testimonials and therefore would not require customers’ permission to be used — rather, these would be examples of new, more flexible approaches to customer service and claims adjudication/payout. Examples are reducing the requirements for customers to submit a job loss insurance claim, such as not requiring an employer letter to support a job loss insurance claim; paying claims quickly, before the supporting documentation file is complete, and then verifying the claim thereafter; and not requiring a doctor’s note for certain travel medical insurance claims. We should also consider how job loss claims from customers receiving CERB are treated. There could be a very positive message to tell here if those individuals are eligible to make claims and benefit from job loss coverage while temporarily not getting a full salary.

There may also be high-level examples of happy customers who were provided excellent support and service, the summary details of which could be reported on an anonymized basis, without naming the customers.

Next Steps: If CAFII members agree with this approach, members would need to send examples of such positive stories to CAFII management. These could be kept for use in the event of a need to respond to a media story, and/or they could be posted on the CAFII website.

Option 2: Statistics on CAFII Members’ Actions During the Pandemic. CAFII members have reported a heightened level of claims, especially for travel medical insurance and job loss insurance. If CAFII collected “time period comparative statistics” on this heightened activity, it could be shared on our website and provide evidence of the industry going the extra mile, and also be positive information to share with the media and regulators.

Next Steps: If CAFII members agree with this approach, there would be a need to collect statistics and review them with the Board, before publishing them on the website. These statistics could be collected by CAFII management and aggregated in anonymous form, or a third-party supplier (such as RSM Canada or Willis Towers Watson) could collect these statistics, aggregate them in anonymous form, and share them with CAFII.

Two examples of the type statistics that could be collected are provided below:

Q1 November-December-January 2019-2020 <u>Pre-Pandemic</u>			Q2 February-March-April 2020 <u>During Pandemic</u>		
Job Loss Insurance Claims—Number of Claims Submitted	Job Loss Insurance Claims—Total Dollar Amount of Claims Paid Out	Job Loss Insurance Claims—Percentage of Claims Paid Out	Job Loss Insurance Claims—Number of Claims Submitted	Job Loss Insurance—Total Dollar Amount of Claims Paid Out	Job Loss Insurance—Percentage of Claims Paid Out
#	\$	%	#	\$	%

Q1 November-December-January 2019-2020 <u>Pre-Pandemic</u>			Q2 February-March-April 2020 <u>During Pandemic</u>		
Travel Medical Insurance Claims—Number of Claims Submitted	Travel Medical Insurance Claims—Total Dollar Amount of Claims Paid Out	Travel Medical Insurance Claims—Percentage of Claims Paid Out	Travel Medical Insurance Claims—Number of Claims Submitted	Travel Medical Insurance—Total Dollar Amount of Claims Paid Out	Travel Medical Insurance—Percentage of Claims Paid Out
#	\$	%	#	\$	%

For the two examples above, it may also be appropriate to gather and report Pre-Pandemic data for the period February-March-April 2019, particularly if there is a known “seasonality variation” in claims experience for these two types of insurance.

Option 3: Providing Claims Support Information to Customers on the CAFII Website. A CAFII Board member has suggested that CAFII could provide claims support to customers on the CAFII website.

The first step would be a short explanation of the types of credit protection insurance coverage that customers might have in place and which they might be able to claim against arising from COVID-19, such as travel medical insurance, trip cancellation insurance, job loss insurance, and disability insurance.

Next would be a simple explanation of the eligibility requirements for making a claim against these types of insurance, and the process for submitting a claim. The website could then have links to the areas of CAFII members’ websites where the necessary claims forms are found.

It was felt that this was a customer-friendly initiative that would also be positively viewed by regulators.

Next Steps: Discussion at the CAFII Directors and Designates COVID-19 Information-Sharing Group about whether there is support for this proposal. If there is, draft website copy would be developed, reviewed, and approved, and CAFII members would have to send CAFII management the links to their websites that would be posted on the CAFII website.