

Agenda Item 6(b)(1)
January 21/20 EOC Meeting

Dear CAFII Board members, Surrogates, and EOC Members:

At the 3 December, 2019 CAFII Board meeting, RSM Canada was identified as the winning bidder/respondent to our RFP on CAFII taking over the CBA Benchmarking Study; and the decision was taken to move forward with continuing this quarterly study.

As we now move forward to launch this important new CAFII initiative, you are invited to participate in a Kick-Off Meeting on Monday, 13 January, 2020, from 10:00 to 11:30 a.m., hosted by RSM Canada at its offices at 11 King St. West, Suite 700 in Toronto.

The first part of the meeting will be a high-level strategic overview of this benchmarking initiative and the way forward for making it an enhanced study of greater value and utility to CAFII members.

The second part of the meeting will focus on specifics -- including a process for improving the outputs of the study by achieving agreement on common definitions; and on a single/unified approach for collection and submission of data (i.e. for participating members to transmit their data to RSM Canada) - as well as sharing next steps and the process going forward.

Board/EOC Members: You are invited to attend the entirety of this 1.5 hours meeting, but you are also free to come to just the first part of the meeting and then leave — we will take a pause to allow for that after the first section is complete. **You may also wish to bring along a Subject Matter Expert, particularly for participation in the second half of the meeting. Please feel free to nominate an SME(s) to participate in this meeting and at subsequent Working Group meetings focused on CAFII benchmarking study data integrity issues.**

Thank you,

Keith Martin

Co-Executive Director / Co-Directeur général

Canadian Association of Financial Institutions in Insurance

L'association canadienne des institutions financières en assurance

keith.martin@cafii.com

T: 647.460.7725

www.cafii.com

Agenda, Kick Off Meeting, CAFII Taking Over an Enhanced Benchmarking Study

Monday, 13 January, 2020, 10am-11.30am at the Offices of RSM Canada, 11 King St. W., Suite 700

Kick Off Meeting

Part 1 – Strategic Overview

1. Welcome and Review of Process to Date, Decisions Taken (Keith Martin, Brendan Wycks)
2. Strategic Update from RSM Canada (Joel Cohen, Matthew Haymes)
 - a. Overview of RSM Canada and its Working Approach
 - b. General Overview of the Project

Part 2—Next Steps and Process

3. Next Steps and Process
 - a. Collection and Transmission of Data—Portal Only Method to Collect Data
 - b. Affirmation / Confirmation of Penetration Metrics as Previously Calculated
 - c. Discussion of Need to Make the Report more Meaningful
 - d. Different Approaches to Achieving More Meaningful Report
 - i. Common Definition of Penetration
 - ii. Indexing Approach
4. Discussion of Timing for Next Steps and Contacts
 - a. When the Group Should Reconvene on Commonality of Data
 - b. Determining Who RSM Canada Connects with at Each CAFII Participant
5. General Discussion (All)

Detailed Discussion on Definitions, Data Integrity

Joel Cohen and Matthew Haymes will lead us through a detailed review of the report as it currently stands and how it can be improved. This will include definitions, data collection, and confirming the comparability of the previous benchmarking study with the current one.

Need for CAFII Subject Matter Experts (SMEs) to Participate in a CAFII Working Group on Common Benchmarking Study Definitions For Data Comparability

We are looking for CAFII Member participants to nominate SMEs from their organizations to serve on a CAFII Working Group on Common Benchmarking Study Definitions For Data Comparability.