

**An Alliance of
Professional
Associations Program**



Syllabus for Continuing Education Program

Program Provider: Society of Financial Service Professionals Twin Cities
(MN Dept. of Commerce Provider #8724)
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Program Title: **The Technology Catalyst: Innovation in the insurance industry and how it will impact your clients**

Date: Thursday, January 18, 2018

Time: 11:00 AM Sign-in/Networking
11:15 AM Lunch Served
11:40 AM Welcome/Announcements
11:50 AM Presentation
12:50 PM Break
1:00 PM Interactive Case Study
1:30 PM Adjourn

Location: DoubleTree Minneapolis North
2200 Freeway Blvd. | Minneapolis, MN 55430

Speaker: Jeremy T. Hallett, CLU
CEO, Hallett Financial Group, Inc.
505 US Highway 169 N, Ste 100, Minneapolis, MN 55441
(952) 449-9269 | jeremy@hallettfinancial.com

CE Credits: This educational offering is APPROVED by the Minnesota Commissioner of Commerce as satisfying 1.5 hours of general classroom credit toward standard continuing insurance education requirements.
CFP: 1.5 hours Standard credits APPROVED.
CLE: 1.5 hours Standard credits APPROVED.
A certificate of attendance is available for individuals requesting CPE and PRP (Professional Recertification Program – formerly PACE) credits.

Who Should Attend: Bankers, estate planners, financial planners, investment advisors, insurance producers, retirement counselors, CPAs and JDs.

Educational Level: Intermediate

Course Description | Presentation I

This course provides attendees with a look at the technology that is being implemented today and more on the near term horizon. This technology is already challenging the fundamentals of insurance. We will review the Internet of Things (IoT) devices and how insurance companies view them from a risk perspective, and how big data combined with machine learning is changing the underwriting, claims and pricing landscape for the consumer. We begin with an overview of artificial intelligence and big data, and then move into a discussion on how technology is disrupting every type of insurance and the impact it is having on the consumer's insurance journey.

Learning Objectives

Increase advisor's knowledge and understanding of:

- Big data, IoT, telematics and artificial intelligence.
- How they impact the consumer journey with pricing, underwriting, claims and customer service.
- Why disruption is good for both the consumer and the insurance industry.

Course Outline:

- What is Big Data and Artificial Intelligence– (10 min Hallett)
 - Where does Big Data originate from
 - Understanding Internet of Things devices and Telematics
 - Carriers use of Artificial Intelligence
 - Review innovation in multiple insurance lines with case studies– Hallett
 - Homeowners – underwriting with drones, home devices to lower pricing (5min)
 - Auto – telematics and its impact on product and pricing (5min)
 - Commercial – Faster product approval and underwriting (5min)
 - Life – Predictive Analytics and self-reported data for quick underwriting (5min)
 - Health Insurance – Consumer engagement improvements (5min)
 - Discuss how big data and machine learning are creating analytics to better care for a client and to create more opportunities to reach them at the right time – (15 min Hallett)
 - Relationship mapping and the connectivity of the consumer
 - How this will change the landscape for the advisor and client communications
 - Discuss tools and strategies advisors can adopt to join the evolution of the insurance industry – (10 min Hallett)
 - Artificial intelligence assistants
 - Personality profiles through big data
 - Adopting new processes that carriers are creating
 - Break (10 minutes)
 - Instructor led discussion on the Pros and Cons of the use of Big Data, IoT, Telematics, and artificial intelligence in the various insurance fields. (Christenson)
 - Home and Auto (10 minutes)
 - Life and Health Insurance (10 minutes)
 - Commercial Products (10 minutes)
 - Wrap UP; How the Insurance agent of today is going to need to adjust to be relevant in the future (10 minutes)
- Total time 90 minutes

Instructional Materials for Students: None **Examination & Answers:** No exam