

All New!

# INSURANCE CLAIMS TECHNOLOGY FORUM

*“Transforming Claims Processing”*

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## Additional Exhibitors:

Allegiant Systems  
Bayshore Home Health  
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Symbility Solutions Inc.

**Monday, November 6th, 2006**  
**Toronto Board of Trade**

The 2006 Insurance Claims Technology Forum will address key issues facing senior claims and IT personnel, including:

- New and evolving challenges in claims processing
- Risks and rewards of new enterprise technologies
- Improving information with *Health Care for Auto Insurance (HCAI)*
- Accelerating the speed of information and the speed of settlement
- Streamlining work flows and processes
- Integrating provider services with company processes
- Mobile technology and field adjusting
- Technology and disaster/catastrophe management

Join your colleagues and a distinguished faculty of technology suppliers, industry analysts, and practitioners in discussing how technology is being employed today to transform claims processing.

**You should attend if you are:**

A senior claims or technology manager from an insurance company, adjusting firm, or other claims service provider

**Earlybird discount only until October 6th, 2006**

# 2006 Insurance Claims Technology Forum

## Dear Colleague:

Claims professionals are feeling pressures from all sides in today's environment. Already a high-stress, fast-paced environment is further challenged by increased consumer expectations, new regulations, increasingly sophisticated fraud schemes, and court actions. The choice is to stay ahead of the curve or be completely overtaken.

Leading organizations are finding that these challenges can be successfully addressed only by transforming claims processes, with the support of intelligently implemented technology. Two of Canada's leading information sources – Insurance-Canada.ca and CI-Canadian Insurance Magazine – have partnered to develop a focused one-day conference bringing together practitioners, suppliers, industry organizations, and consultants to share their experiences.

New technologies – including those supporting field claims personnel – offer significant promise. A leading analyst will provide an expert overview of the environment. Leading suppliers will use case studies to outline the benefits and pitfalls of various approaches.

The industry collectively has recognized that claims settlement is the final product of the insurance policy, and has brought forward new support for practitioners. IBC members have developed a highly focused mission, and a key new product offering – the Health Care for Auto Insurance system – is being introduced to benefit all stakeholders.

Conference attendees will have ample opportunity to network with presenters and other attendees to share information. We will offer an exhibit area for leading suppliers to showcase offerings and solutions.

We look forward to welcoming you to the 2006 Insurance Claims Technology Forum: *Transforming Claims Processing*.

Sincerely,

Your hosts:

[Insurance-Canada.ca](http://Insurance-Canada.ca)

[CI-Canadian Insurance Magazine](#)

## OUR FACULTY

### Pat Van Bakel, BA, CIP, AVP Field Operations, Crawford Adjusters Canada

As a Senior Project Manager in Crawford's head office, with 15 years of industry experience, Pat has led several key IT projects: an automated workflow system for managing Ontario SABS claims, an intranet resource centre, an electronic help desk, a web-based audit system, automated Balanced Score Cards, automated management reports, and enhancements to Crawford's Claims Management System (CMS).

### Wayne Beck, Vice President, Insurance Solutions and Services, CGI

Wayne is the V.P. Consulting Services and CIO for the Insurance Business Services (IBS) division of CGI. He has been active in the creation of CGI's enterprise product strategy and creation of the "integrated insurance operation" direction. A key component of this strategy was to bring the INSIDEOUT product to the Canadian marketplace as well as the launching of CGI industry claims portal – SMART.

### Christine Haeberlin, VP - Canada, Innovation Group

Christine Haeberlin has been involved in implementing innovative P&C solutions for over 25 years. As a key executive for Innovation Group's Canadian operations, she works with Canadian insurers to implement software in support of transforming their policy and claims operations. Christine has extensive experience in product development, project implementation and support of Innovation Group solutions.

### Frank Heaps, P&C Enterprise Solutions Product Manager, Fiserv Insurance Solutions

Frank is the Product Manager for the Fiserv P&C Enterprise Solutions, where he leads product strategy for the Policy STAR, Fiserv Advanced Billing, and Claims Workstation solutions. Prior to joining Fiserv in September 2005, he worked in the P&C insurance solutions industry developing, implementing, marketing, and selling claims management solutions for other solution vendors for over sixteen years.

### Donald Light, Senior Analyst, Celent

Donald, in Celent's insurance group, is focused on research on claims, speed to market, compliance, process and decision enterprise solutions, and network infrastructure. He recently assisted a leading technology company to create insurance-specific solutions. Mr. Light has been widely quoted in the press and is a frequent presenter at industry conferences, including ACORD, LOMA, IASA, and ISOTech.

### Terri S.G. MacLean, Executive Vice President, Information and Investigations, Insurance Bureau of Canada

Terri is responsible for Corporate Planning, Investigative Services and the Insurance Information Divisions at IBC. She has had a career of progressive executive responsibilities in the P&C Insurance sector, with positions of Vice President Claims and Corporate Counsel at Commercial Union and Wellington Insurance Company, and she was Vice President and General Manager at ADP Claims Solutions Group.

### Todd Smith, Executive Director, IPD Canada Corporation

Todd has over 25 years experience in the Enterprise Content Management (ECM) and Process Automation industries. He has been involved in both implementation and business development aspects of some of the largest ECM implementations in North America. His current responsibilities include Business Development and thought leadership, translating client needs into innovative software products and solutions.

### Rod Theoret, VP Product Marketing, Symbility Solutions Inc.

Rod Theoret, with 12 years of experience in the technology industry, has focused on the P&C market since joining Symbility Solutions in early 2005. Previously a principal at RBSS, a software sales and marketing consulting group, Mr. Theoret's career has focused on business development and marketing in the software industry. A frequent speaker, he recently addressed the 2006 Microsoft Worldwide Partner Conference.

# Transforming Claims Processing

## AGENDA

**8:00 Registration and Coffee**

**9:00 Welcome & Opening Remarks**

Patrick Vice, Director - Information Technology,  
Frank Cowan Company Limited

### KEYNOTE SPEAKER

#### Claims & Technology: Focal Points of Change Donald Light, Celent

Donald Light will discuss the increased importance of aligning claims technology initiatives with business drivers and performance goals. He will also describe the major types of technologies available to claims operations and how those categories are shifting. Turning to the future, he will discuss the impact of Katrina, and new monitoring/recording technologies that will impact the adjuster's job. Lastly, there will be examples of insurers improving claims processes and organizations by using available technology.

#### Evolution of Claims Management Solutions Frank Heaps, Fiserv Insurance Solutions

Not that long ago, the claims department was viewed as a means to an end. Today, claims is at the forefront of a company's strategic plan by becoming a customer service department and a sales enticement. This presentation will walk you through the evolution of claims administration from the early days of transaction processing to the current state of wireless claims management. Claims service examples from other insurance carriers will be shared.

-----Refreshment break-----

#### Fulfilling the Promise of Insurance: Achieving Best Practices in Claims

Christine Haerberlin, Innovation Group

Insurers are paying close attention to technology-enabled claims processing to help control leakage, identify fraud and manage their supply chain, recoveries and injury settlements. While proactive claims handling, electronic case management and improved supplier management are key levers for effective cost control, improved processes are only part of the strategy. Today's leading insurers are extracting and translating data from their systems into relevant business intelligence to help fulfill their promise – appropriate and fair support of legitimate claims. Learn how Canadian insurers are driving best practices in claims using innovative business processes.

#### HCAI System for Managing Auto Medical Claims and IBC's Strategic Direction

Terri S.G. MacLean, Insurance Bureau of Canada

Ms. MacLean will present IBC's strategic direction, and describe Health Claims for Auto Insurance (HCAI), to be rolled out to insurers and health care providers in 2007. Medical & rehab claims paid by auto insurers in Ontario exceed \$1.4 billion annually, making auto insurers the largest payers of these claims. HCAI automates the exchange of standardized health claim information between health care providers and insurance companies, providing both parties with accurate, timely information. HCAI should help control steeply escalating medical/rehab costs and improve service to consumers.

**12:00 Noon - Networking Lunch**

**1:15 Forum Resumes**

#### Electronic Links in Claims Handling

Wayne Beck, Insurance Solutions and Services, CGI

As companies and adjusting firms continue focusing on the efficiency of the claims process, for maximum gains, they have to optimize the process, both internally and externally. Opportunities include:

- underlying communications technologies and standards;
- real-time exchange or sharing of information between partners;
- mobile technology and communications.

Wayne will discuss specific strategies for driving more value – better and timely information – and efficiency through the claims handling process by leveraging automation and technology.

#### Adjusting In the Eye of the Storm

Pat Van Bakel, Crawford Adjusters Canada

Claims professionals around the world rely on an increasing number of IT tools and systems to do their daily jobs. What were once ancillary support resources have evolved into mission critical applications that are at the core of the claims handling process. Adjusters depend on them functioning flawlessly, even under the most adverse conditions. Pat will discuss the role technology plays in the daily life of a field adjuster, and the steps organizations have taken to ensure the technology functions before, during and after a catastrophe. He will share lessons learned from some of Crawford's adjusters and identify the steps every organization can take today so their technology is prepared for the disasters that may strike tomorrow.

-----Refreshment break-----

#### The Power of Process and Automation

Todd Smith, IPD Canada Corporation

Todd will discuss the "Power of Process and Automation" to the extent that it can radically alter the cost of doing business, enhance the entire work paradigm and fuel growth. Improving the efficiencies of handling claims through Business Process Management can help reduce both costs and time required to process a claim. New options exist for recording and documenting claims, as well as tools to assist with processing and settlement.

#### Mobile Claims: The Future of Property Claims Estimating

Rod Theoret, Symbility Solutions Inc.

Symbility will be presenting and demonstrating the mobile claims™ solution and describe the mobility claims revolution. Property claims adjusters and restoration contractors can now process claims on-site, and capture all the data to build the complete estimate. The result is that claims can be settled up to six times faster and more accurately, which reduces adjustment expenses and lowers indemnity while greatly improving communications and productivity for both the insurance carrier and the field adjuster.

**4:30 Forum Conclusions & Close**

Doug Grant, Principal, Insurance-Canada.ca