IAAHS Committee and Topic Team Conference Call Minutes
FINAL
August 24, 2015 10:00-12:30 EDT
Prepared by: Alex Brownlee, Secretary

Participants:
Committee Members:
- April Choi (AC) Chairperson
- Alex Brownlee (AB) Secretary
- Cheng Hock Chi (CHC) Treasurer
- Aldona Skucaite (ASku) Member, Lithuania
- Ulrich Stellman (US) Member, Germany
- Alexander Sadovski (AS) Member, Bulgaria
- John Rutherford (JR) Member, International
- Denise Garand (DG) Member, Canada

Non-Committee Member Topic Team Leaders:
- Yair Babad (YB) Topic Team leader
- Alex Leung (AL) Topic Team leader

Other invited attendees:
- Christian Levac (CL) IAA Director, Communications and Development

Agenda:

1. Roll call and welcome
   April welcomed everyone and confirmed the attendees. April also welcomed Alex Leung as the new joint Topic Team Leader of Medical Expense.

2. Confirmation of minutes
   Agenda was confirmed without changes.

3. Development of Section Task Force (DSTF)
   April sent the background and DSTF Terms of Reference (TOR).

   Three teams have been formed on the DSTF. April is on team 2 and has initiated to get input from the IAAHS committee members.

   All sections were identified as having room to enhance the development of their Sections so as to improve their membership count, even though the Sections have various services to offer to their members. There are approximately 86k members in Associations, but only 5k are members in the IAA (6%). What can be done to increase membership and participation? Cheng Hock noted that there are fluctuations in membership which should also be considered.

   April presented the DSTF questions. It generated a lot of good discussions and input. The responses were captured in the ‘IAAHS Response to DSTF final 9.16.15 sent.docx’ document and included as an Appendix.
4. Brainstorming 2016 projects

Webinars: April mentioned the 2015 joint webinars with the American Academy of Actuaries had worked out well; she expressed that it had been a rewarding experience and found it was a good way to partner with local associations. This was in line with our DSTF discussion, where we should work on strengthening our relationship with local associations. April is organizing another joint webinar on Risk Adjustment with the American Academy of Actuaries (AAA), for January 2016. The aim is to also have one or two more joint webinars with AAA in 2016.

April asked if anyone would like to work at getting his or her Association to jointly participate. Ulrich and Alex Brownlee will approach their Associations.

Further ideas included:
- Ensure a good scientific 2016 Colloquium programme to attract members.
- Library updates and promotion – April continued to request for a volunteer to work on promotion/marketing activity and for interested person to contact her.
- Presenting at local associations.
- Develop concepts and business plans around ideas listed above. It may be possible to recruit others outside of this group to help work on these activities.

5. Other

2016 Colloquium:
- Adam Reese suggested that the IAAHS-AAA webinar presentations on Global Healthcare Cost Drivers could be re-presented at the Colloquium. A number of the presenters have already started discussing collating their separate findings into a paper. IAAHS would handle this session.
- There will be a plenary session which will be a panel discussion on "Conflicts of Interest". Cheng Hock offered to scout for a panelist from the Asia Pacific region. If other IAAHS Committee members can propose suitable candidates, April could forward their names to the Programme Committee.
- Adam would like potential speakers to at least confirm their interest in presenting at the Colloquium, so that they could start to firm the programme up by 01 October 2015. The IAAHS is responsible for 6 sessions. While Adrian and Cheng Hock are the IAAHS reps on the Programme Committee, they welcome input from other IAAHS members. Christian mentioned that more call for papers will be done, and April suggested a reminder is needed at least every 4 weeks. Only after 1 October will consideration be given to trying to recruit presenters if the numbers are insufficient. Cheng Hock noted that the 1 October timeline is tight.

6. Next conference call: To be confirmed

The next conference will be confirmed later.

The meeting ended at 12:35 EDT.
Appendix – IAAHS Response to DSTF

Responses from IAAHS on DSTF questions (iii) – (vii), as of Sept 16, 2015

When addressing these questions, in order to seek mutual benefits for all parties, we are following the mindset as described below:

a. we should ask “what value do we bring to the local associations?”, and not what can the associations do for us. We should also ask “how can we help the associations?”, so that the associations would have vested interests in partnering with us to implement initiatives or to work on projects.
b. we are supporting, and NOT in competition with the local Associations in attracting members, volunteers and resources (including financial).

And similarly, the same mindset applies regarding relationship between the Sections and IAA.

Questions and responses:

(iii) What are the key benefits to the Sections of being part of the IAA? What additional (or different) benefits of being an IAA Section might contribute most significantly to the future development of the Sections?

- Being associated with the IAA brand name.
- The sections can draw from IAA’s administrative resources and organizational infrastructure.
- The IAA provides a natural platform to publicise the Section’s activities to as wide a range of actuarial audience as possible in the most economic fashion. However, for this communication channel to be truly effective, the IAA itself has to communicate better with the member associations and promote the activities of the Sections in a more active way.
- The Sections can leverage on each other’s knowledge and best practices (this can be further developed, see comments under item iv) as well as conducting joint activities such as joint webinars, joint colloquia and other projects.
- IAA and the sections can jointly provide international actuarial expertise, information and services to local members, by leveraging the Association’s thought leadership and its large pool of international actuarial expertise.

(iv) How can the IAA and its Sections create better links to local associations, and to local sections (if local sections exist)? What role can the local associations play in advertising / promoting the IAA’s Sections?

Currently there is a weak link between the IAA Sections and the local associations. We question whether the members of some of the local associations, and perhaps the local associations themselves, are aware of the existence of IAA Sections and what the Section do. We can definitely benefit from more collaborative efforts of promoting the Sections to the Associations and their members and inform them of the Sections’ activities. This effort could be carried out at various levels.

In addition to the Sections acting individually on their own (as we do today), it would be more effective if we could have more joint efforts carried out by all the Sections. We are currently doing some of that, such as holding joint colloquia or joint webinars, but we may be able to think of more things we can do jointly. Joint efforts would include sharing more of our best practices, so if each of the Section can do better, we will all benefit as a whole. We don’t have to each spin our own wheels. An example is the Library structure – Christian’s area is using the same platform and structure for each of the Sections that are rolling out their own libraries.
We would also benefit tremendously if the IAA could help more on this front, both administratively and acting on behalf of the Sections as the association of all associations. For example, for annual membership renewals - we could benefit if the renewals are more visible and require less effort by current members who wish to renew. One way is to include the IAA Section renewal with the Association membership renewal notice, preferably with the renewal box auto filled-in. So the member would have to uncheck the box for non-renewal. This can be enhanced by the IAA following up and sending the renewal notice reminders directly to all the sections’ members, together with the sections’ promotional material and announcement of future events.

Another example is in the area of promoting and advertising the webinars held by the IAA Sections to members of local associations. Today, we do not seem to have a systematic way of doing this.

In many situations, setting up the right process would go a long way to ease the implementation of current initiatives and ease the path of launching future initiatives. Otherwise, it is burdensome to implement initiatives, or if we do implement the initiatives, only partial results were achieved. As a start, it would help if each association can designate a representative that the IAA staff can work with to address administrative issues.

It would be helpful to know which associations have sections that are parallel to each of the IAA sections. We should also exchange contact information.

Other ideas of advertising to the local associations:
- give presentations at local associations’ conferences on international topics that are of interest to them and using that opportunity to introduce the Sections (all Sections, not just individual Sections) to the associations.
- request associations to display links to IAA at the associations’ website.
- send relevant articles to share with local associations or sections.
- conduct joint webinars with local associations.
- contribute to projects conducted by local associations or sections.

All activities will require additional assistance from IAA staff + volunteers to help.

(v) Is there a fundamental change in the relationship between local associations, IAA and its Sections that would benefit the development of the Sections? (As an example, is there a feasible arrangement in which the IAA Section membership is automatic for all members of a local association?)

Regarding the given example – obviously, this would automatically increase the membership base. The arrangements (financial and operational) with the member association would need to change. The current membership fee ($17.75) would have to increase by a few dollars to cover the sections membership fees. This would eliminate the need for individual members to make separate decisions and to make separate payments to each section. They still need to indicate which section they would like to join, otherwise, they will receive unwanted communications from each section.

Other than changing the financial structure, there may be other implications that need to be thought through. Just doing this alone does not necessarily increase the associations’ and their members’ awareness of the Sections value. It would be better to first focus our efforts on demonstrating and promoting the Sections value to the associations. This is a major change which would require much debate. In a sense, we are asking each member of a local association to pay for the international sections which may or may not be of interest to them.

There are a few other ideas on structuring different relationships among local associations, IAA and the Sections. They are suggested as food for thought. The ideas have not been fleshed out, so they are not offered as concrete proposals:

One idea is to move all the webinars activity and promotion to a central IAA group. Each section will provide the presenters and contents, but everything else will be IAA-based. The
IAA can then send an IAA-wide monthly bulletin of ALL web activities to both associations and every individual members of the associations (either all association members, or all members who participate in at least one IAA section, committee, or work group). This will expand the promotion circle, show a much higher level of activity, etc.

Another idea - just as the IAA is an association of associations, one way would be for the Sections to be the umbrella bodies. For example, the IAAHS may be organised as an association of health sections and committees in member associations. Members of the executive committee would still be individuals, but they might be nominated by the member sections. Just as the IAA is driven by the needs of the member associations, each Section will be driven by the needs of its member sections. In turn, the Sections may be able to tap into a wider pool of resources and support certain IAA’s initiatives such as developing guidance and standards for its member associations, or in crafting unified positions on global issues. The disadvantage is that the IAA Sections would have an added layer of the local sections/committees between them and the members. Being able to communicate directly to the Sections’ members is very valuable. Other than an added layer of bureaucracy, there is also the question of how to fund the Sections.

A third idea: Offer a reduced fee for companies that have multiple individuals signing up for the Sections. This may lower the cost burden and entice more membership.

(vi) How can the IAA and its committees utilize the resources from Sections?
So far, it does not appear that IAA and the committees have approached IAAHS on utilizing its resources. But as a first step, we will start with improved communications.

Speaking for IAAHS, we will communicate more closely with the Health Committee - we will continue to invite the Health Committee chairperson (Emile Stipp) to give us an update on the Committee’s activities at our meetings. We will also seek ways to share our library content. The IAAHS library is currently only open to members, as this is one of the few reasons for members to pay the membership fee. Changing the financial model, as discussed above, would remove this as an issue.

We will also invite the IAA delegates to provide updates on relevant IAA activities, so as a starter, the IAAHS Committee members will be more aware of the relevant activities and be able to assess if the Section can provide more resources to the IAA and its committees.

(vii) What types of volunteer opportunities might be created so that Section members are attracted by the opportunity to contribute to the IAA, to Sections, or to society as a whole?
It is not clear that by creating more volunteer opportunities would attract additional members, nor by having more members would turn into more volunteers. In order to attract volunteers to contribute to society as a whole, perhaps it would be more important to have a good cause or ability of easily tapping into their expertise. Some volunteers could be drawn if they could expand their horizon to international activities and establish useful contacts, and if their contributions are recognised explicitly. Inviting participants to join a research project could be an worthy cause, but it could also become an issue if an IAA Section or committee is viewed as competing with consulting firms when, for instance, it attempts to commission volunteer research internationally, and publishes a report.

Not sure if this fits in here, but one suggestion was to create a blog for all section members who would be invited to comment or add issues to the blog. Possibly with several active section members becoming – or be invited as – regular donors to the blog, by contributing interesting papers or articles that pass their desks.