

**IOWA INSURANCE DIVISION  
STRATEGIC PLAN  
FY 09**

Iowa Insurance Division Vision-Finding ways to build upon our tradition of excellence.

Iowa Insurance Division Mission-The Iowa Insurance Division shall protect consumers through consumer education and by effectively and efficiently providing a fair, flexible and positive regulatory environment.

**GOALS**

**1. Investigate complaints in a fair, effective and timely fashion.**

Consumer Complaints

Strategies:

A. Improve the complaint system:

- i. More accurate tracking of complaints and the nature of the complaint
- ii. More follow up of complaints upon completion to determine consumer satisfaction
- iii. More accurate tracking of funds recovered or outcome of the complaint.

Measures: Time frame for resolution of complaints-80% resolved in 70 days.  
(A pilot project will be implemented this FY for on-line complaint filing, complaint handling and tracking with the goal of 60 day resolution of 80% of complaints.)

Number of consumer satisfaction card results.

Number of consumer complaints received and how resolved.

B. Establishment of Consumer Advocate

- i. Review consumer complaint trends
- ii. Hold hearings on consumer issues resulting from calls or complaints.
- iii. Receive complaints and work with Insurance Division to resolve
- iv. Establish separate website with useful information for consumers on rates, new products, issues of concern.
- v. Provide education outreach
- vi. Report to legislature on yearly basis of findings and proposals.

Measures: Number of reviews, studies and hearings on insurance issues.

Number of complaints received and resolution

Number of hits to the website for information

Number of educational outreach opportunities

Number of Iowans served

Annual report and recommendations to the Legislature

C. Establishment of Enforcement Bureau

- i. Establish Bureau to handle all administrative hearings regarding consumer complaints and actions against carriers and producers.
- ii. Provide oversight of all regulatory actions within the Division
- iii. Provide assistance to AAG or other enforcement entities when case is filed in court.
- iv. Provide in-house legal guidance on complaint review and other when an internal matter regarding the Division.
- v. Provide regular updates regarding caseload and possible trends in regulatory actions.

Measures: Number of cases handled by Bureau.

Resolutions of cases handled by the Bureau.

Number of cases referred to other enforcement agencies

Number of legal matters internally reviewed by the Bureau.

Criminal Complaints

Strategy:

Establish a separate and independent Enforcement Bureau to handle criminal complaint referrals from the Consumer Affairs and Consumer Advocate

- i. Work closely with variety of Division staff to ensure appropriate referral of criminal matters.
- ii. Work on a regular basis with the AAG assigned to the Division to ensure appropriate review with AGs office.
- iii. Work on a regular basis with county attorneys, federal prosecutors and other judicial officials to ensure appropriate oversight of criminal matters.

Measures: Number of referrals from within the Division and from without.

Number of cases brought to trial in various jurisdictions

Number of successful criminal enforcement cases.

**2. Continue to increase modernization of rates and form filings and provide for greater technology in regulatory oversight.**

Strategy

Modernize Regulatory System

- i. Mandate SERFF for all filings.
- ii. Enlist State Based System (SBS) of NAIC for insurance complaints.
- iii. Enlist SBS to create web-based filing system in the cemetery regulation area.
- iv. Continue the use of NIPR for on-line licensing of insurance producers.

Measures: Number of electronic rate and form filings for both insurance and securities.

Accurate numbers of complaints through SBS

Number of cemetery filings completed over the internet.

Number of producer services completed through NIPR.

### **3. Provide greater outreach services to Iowans**

#### Strategies

#### A. Increase support for SHIIP

Measures: Additional staff for education and outreach

# of SHIIP volunteers trained

# of counties with volunteers

#### B. Establish Office of Consumer Advocate

Measures: See 1B above

#### C. Coordinate efforts for consumer outreach and education within the office and with other state agencies

Measures: Number of outreach events throughout the state

Number of consumer-oriented press releases

Number of presentations on financial issues around the state

Improvements to website and greater tracking of web hits.

Number of consumer pamphlets and educational materials distributed

### **4. Enhance overall examinations of insurance carriers**

#### Strategy

Continued hiring and training of proficient examination staff

Measure: Number of staff sent to training on new risk-based analysis format