Symposium Agenda

Puget Sound Adjusters Association

7th Annual PSAA Spring Symposium "Technology and Claims:
The Good, the Zad and the Ugly"
April 6,2018

Renaissance Hotel ~ Seattle, WA

7:30 REGISTRATION & BREAKFAST

8:15 **PSAA WELCOME & ORIENTATION**

— Jason Runyon, PSAA Vice President; Roger Howson, PSAA Education Chairman; and Lizzy Adkins, PSAA Treasurer

8:30 - 10:00 THE GOOD

— with Adam Cyr and Brendan Morse with ARCCA, and Levi Bendele with Tyson Mendes Law Firm Telematics is revolutionizing claims investigations. Our phones, our vehicles, and even our fitness devices reveal lots of valuable information that was previously unavailable about our actions and whereabouts. New advancements in automotive technology: EDRs, Infotainment Systems, and Autonomous Driving make driving safer and our driving habits more transparent. That's good news!

10:00 – 10:30 MORNING BREAK & VENDOR FAIR

10:30- 12:00 THE BAD

— with **Dan Thenell, Kirstin Curtis, Ann Cohen** of the *Thenell Law Group*, and **Doug Osborn** of *Kemper Insurance*

Learn many of the new and innovative ways that bleeding edge technology is being used to defraud insurance companies. Does centralization and computerization of the claims process increase the risk of fraud? Big data is a good thing... except when it's not; learn how data distortion can cause problems in loss estimating and settlement evaluations. Technology is a tool, not a panacea. Sometimes that's bad.

12:00- 12:45 **LUNCHTIME**

Lunchtime is your opportunity to network with your fellow PSAA members, take time to get to all of the exhibitors at the Vendor Fair, and follow-up with any questions you might have for the presenters.

12:50 - 2:00 THE UGLY

— with **Kristen Baldwin** with *Jensen Hughes*, and **Paul Rosner** with *Soha & Lang Law Firm* Reputation management is a necessary skill-set for today's claims professional. Technology and social media puts adjusters at risk of being bullied by unscrupulous (and possibly even dangerous) policyholders, claimants, contractors, service providers, and supposed claims "experts". Many online review sites provide open forums for claimants to complain about their "unfair" settlement. Ugly!

2:00 – 2:15 AFTERNOON BREAK & LAST CHANCE FOR VENDOR FAIR

2:15 – 3:15 FROM LEMONS TO LEMONADE

— with William C. Wilson, Jr., CPCU, ARM, AIM, AAM of *InsuranceCommentary.com*. Artificial Intelligence enables Lemonade.com to advertise to prospective policyholders, "90 seconds to get insured. 3 minutes to get paid." Lemonade.com brags, "Forget Everything You Know About Insurance. Instant everything. Killer prices. Big heart." Can Artificial Intelligence effectively evaluate and adjust claims? How does this new technology impact the insurance industry and claims profession?

3:15 – 3:45 RAFFLES, VENDOR APPRECIATION & CLOSING

Attendee Registration

*Required fields

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AMOUNT ENCLOSED \$



Renaissance Hotel ~ Seattle, WA

Symposium Attendance is <u>FREE</u> to all Insurance Personnel who are MEMBERS of PSAA

Please register or submit an RSVP so we know you are attending!

Not yet a member of PSAA?

Qualified individuals may JOIN PSAA at a cost of \$50 and attend the symposium at no additional charge!

Qualified individuals are: Carrier Claims Personnel including claims adjusters, managers, supervisors, underwriters, subrogation, etc.; Risk Managers, Self-Insured & Insurance Pool personnel, Independent Adjusters, TPAs, Agents and Brokers.

Here's how to pay to attend:

- Mail this form and include check to: PSAA, PO Box 87, Dexter, OR 97431
- Pay online w/credit card at www.pugetsoundadjusters.org/online-payment-center then email this form & credit card receipt to: info@pugetsoundadjusters.org

Registration includes: All Day Session, Breakfast, Lunch, and Symposium Program

PSAA Members (Insurance Personnel): FREE ✓ □
Join PSAA and attend (Insurance Personnel only): \$50 ✓ □
Attorney/Vendor/Non-Member: \$100 ✓ □

If you cannot register BY MAIL prior to MARCH 30, 2018, please plan to register at the door.

An RSVP can be submitted at www.pugetsoundadjusters.org/rsvp
... Please print legibly ...

*Name	Company	
*Job Title/Position		
^k Job Discipline: ☐ Property ☐ Casualty ☐ Auto ☐ Workers Comp	☐ Liability ☐ Other	
Address	City, State, Zip	
Phone*Email		
Current PSAA Member YES NO NEW Member YES NO (see qualifications above) Attorney/Vendor/Non-Member YES NO		

Unless this is free registration, this form must be accompanied by either a check made payable to PSAA or a receipt from a credit card payment. See instructions above.