

# Symposium Agenda

7th Annual

PSAA Spring Symposium

*“Technology and Claims:*

*The Good, the Bad 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**

