

Introduction

The System for Electronic Rate and Form Filing (SERFF) is a smart Internet application designed to provide an efficient process for rate and form filing. The SERFF application provides for the submission of electronic rate and form filings and facilitates electronic storage, management analysis, and communication regarding filings and their disposition. The system is designed to improve the accuracy of rate and form filings, speed approval processes, and reduce the time and cost associated with the regulatory filing process. Using SERFF, insurance companies submit rate and form filings to the State Departments of Insurance for approval of newly developed products as well as rate or other changes to existing products.

The NAIC Membership has established SERFF as the premier vehicle for rate and form filing. SERFF is accepted in nearly all jurisdictions for almost every line of business — more than any other electronic rate and form application.

SERFF promotes uniformity and has the added benefit of supporting the flexibility states need to accommodate their differing requirements and laws. SERFF itself is a speed-to-market tool, providing ease of use and offering a wide range of functionality. SERFF demonstrates the NAIC Member's commitment to uniformity by incorporating NAIC Member endorsed speed-to-market / uniformity initiatives such as the NAIC Product Coding Matrices and the NAIC Uniform Transmittal Documents. Additionally, the Interstate Insurance Compact utilizes SERFF for its filings.

The ultimate benefits that any electronic application should offer are speed, precision, and, most importantly, efficiency. SERFF offers all of that and more!

Industry users can rest assured that once a filing is submitted to the state, it will be delivered - immediately. Furthermore, insurance carriers can take advantage of real-time state filing requirements, resulting in an accurate filing submission process. A Filing Wizard has been implemented to guide filers through creating and submitting filings - single or multi-state – it doesn't matter with SERFF.

For states, the incorporation of the NAIC Uniform Transmittal Documents assists in gathering all of the critical data needed on rate and form filings. Communicating

objections has never been easier. Enhanced navigation along with the ease of use features makes reviewing filings online a straightforward and uncomplicated process.

For both states and industry – it is simply *the* economical solution. The only software required is Internet Explorer and a PDF producer such as Adobe Acrobat. Consider the time saved in filing preparation by eliminating the copying and delivering of paper filings. States will no longer have to flip through stacks and stacks of paper to find what they need in a filing. Furthermore, this automated nationwide system provides some key benefits to both industry and state:

- a) Filing submission process accommodates individual state filing requirements.
- b) Accelerated review cycle allows for more responsiveness to market change.
- c) Enhanced competitive advantage that allows faster product marketing, resulting in accelerated revenues.

Thank you for choosing SERFF as your rate and form solution. We think you will enjoy your experience.

The SERFF Team

About this Course

This training manual was created to assist SERFF users.

This manual was written using SERFF v5.5, Internet Explorer 6.0 and Acrobat 7.0 Professional.

Using this Manual

We believe that teaching concepts is just as important as teaching procedures. With this in mind each topic is introduced and background information provided. Then details and procedures are presented in easy to absorb segments.

Conventions Used In This Manual

The following special features are included in this book to assist readers:

Bold fonts – are used to emphasize an idea or a representation.



The green pointer hand is used represent a task the user may perform.



The red pointer hand is used to represent a note of special interest.