

**IOWA INSURANCE DIVISION
STRATEGIC PLAN
FY 13**

Vision- Finding ways to build upon our tradition of excellence

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

GOAL 1

Investigate consumer complaints in a fair, effective and timely fashion

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. Coordinate with other regulators when possible to provide greater consumer assistance and protection.

Measure: Number of coordinated examinations and outreach opportunities with other state insurance departments and state entities

GOAL 2

Continue modernization and efficiency of rates and form filings through greater use of 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 insurance and securities
- Accurate numbers of complaints through SBS
- Number of cemetery filings completed over the internet.
- Number of producer services completed through NIPR.

GOAL 3

3. Provide greater outreach services to Iowans

Strategies:

A. Increase support for SHIP

Measures:

- Additional staff for education and outreach
- Number of SHIP volunteers trained
- Number of counties with volunteers

B. Coordinate efforts for consumer outreach and education within the office and with other state agencies especially in the area of investment and financial issues and scams

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

GOAL 4

Enhance overall examinations of insurance carriers

Strategy:

Continued hiring and training of proficient examination staff to ensure insurance companies remain financial solvent

Measures:

- Number of staff sent to training on new risk-based analysis format
- Increase number of examination and analyst staff at appropriate classification levels
- Increase pay levels of examination and analyst staff to insure retention of staff
- Number of insolvencies