

10th Edition

Optimum Seminar on Travel Insurance



OPTIMUM[®]

Optimum Reassurance Inc.

Seminar Program

SEMINAR OBJECTIVES

To contribute to the ongoing knowledge base and encourage sound business practices in the out-of-country health coverage market.

September 23, 2010

Hilton Hotel - Toronto Airport

5875 Airport Road, Mississauga, Ontario



Masters of Ceremony: Gary Mooney and Cathy Shum-Adams

7:30 am to 8:25 am Seminar Registration

Mississauga Foyer

8:25 am to 8:35 am Opening Remarks

Mississauga Room (A&D)

8:35 am to 10:05 am Impact of Technological Tools in Travel Insurance and Assistance

Emmanuel Légeron, General Manager, Europ Assistance IHS Services
Victor Ronis-Tobin, President, JMEDS Solutions
Dr. Edward M. Brown, Chief Executive Officer, Ontario Telemedicine Network

Moderator:

Pierre Saddik, Vice-President, Travel Insurance Development, Optimum Reassurance Inc.

This session will explore how new technologies such as GPS, personal digital assistants, EMR storage/transmission devices and remote health monitoring devices can enhance and expand emergency assistance services and prompt travel insurers to revisit their underwriting grids.

10:05 am to 10:25 am Coffee Break / Mississauga Foyer

10:25 am to 11:10 am The New Face of Internet-Based Marketing of Travel Insurance

Alex Pejic, Vice President and Managing Director, Sonic Boom Creative Media Inc.

Social media is pervasive among generations X and Y. Can social media marketing concepts redefine how travel insurance is promoted and sold?



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11:10 am to 12 pm

**Trip Interruption (TI) and Trip Cancellation (TC)
Coverage in a Catastrophic Environment**

René Rockbrune, General Manager, Reliable Life Insurance Company
Graham Dixon, Travel Insurance Consultant & Actuary, Avalon Actuarial Inc.

Over the last few years, several major events have put the TI/TC coverage to the test: SARS, hurricanes, tsunamis, H1N1 pandemic and the Iceland volcano eruption. At the same time, government intervention and travel insurers' policies have become more restrictive. This session will cover the catastrophic dimension of TI/TC from product positioning, risk management, and claims cost containment perspectives.

12 pm to 1:30 pm

Cocktail and Lunch

Mississauga Foyer / Mississauga Room (B&C)

1:30 pm to 2:55 pm

The U.S. Market Transformation

Gery J. Barry, President, MedImpact International
Griselle Chernys, President and CEO, Payer Fusion LLC
Frank Shellabear, President, Sales Division, CSA Travel Protection

Moderator:

Gary Mooney, Vice-President, Business Development, Optimum Reassurance Inc.

In the midst of the world's biggest recession since 1930 and improvement of the U.S. financial services regulation, President Obama has achieved the most significant healthcare reform since the introduction of Medicare in 1965, expected to result in most Americans being protected. This session will provide an overview of how these changes will affect the domestic U.S. economy, the healthcare market, products and delivery mechanisms, and how they impact the travel insurance business.

2:55 pm to 3:15 pm

Coffee Break / Mississauga Foyer

3:15 pm to 4 pm

Legal Update

Jill McCutcheon, Partner, Blaney McMurtry LLP

An update on regulatory and legal issues regarding compliance and distribution of travel insurance.

4:00 pm

Closing Remarks and Adjournment