

10<sup>th</sup> Edition

# Optimum Seminar on Travel Insurance



OPTIMUM®

Optimum Reassurance Inc.

## *Seminar Program*

This event will take place on  
September 23, 2010  
at the Hilton Hotel  
Toronto Airport  
5875 Airport Road  
Mississauga, Ontario

**Register Now!**

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



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      The U.S. Market Transformation**

**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, 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.

**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 Pejicic**, Managing Partner, Sonic Boom Creative Media Inc

Social media is pervasive among Generation 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**, Vice-President, 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**

**Impact of Technological Tools in Travel Insurance  
and Assistance**

Emmanuel Legeron, General Manager, Europ Assistance IHS Services  
Victor Ronis-Tobin, President, JMEDS Solutions

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.

**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**