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## WEB ENABLED

### With New York Life's Help, MIB Offers Online Services

MIB has been offering valued data to the life insurance industry for more than 100 years, but now, thanks to the help of New York Life, MIB members can receive secure, Internet-based access to MIB services. Information acquired through the MIB Web solution will improve underwriting and speed-to-market issues, according to Pierre Bouchard, corporate vice president of architecture for New York Life. "We worked in a partnership mode to promote this new technology, which was right in line with a couple of major projects at New York Life," he says.

Insurers will benefit from the Web enabled product by gaining the ability to make requests for medical information on life insurance customers and receiving that information in a secure and encrypted manner that will reduce any paper transfers and human interaction. "It's truly machine to machine," says Bouchard. New York Life is using the system as part of its New Business 21st Century program. "This allows us, in a very aggressive manner, to enhance our new-business system," he says. "Within that project we have automation of processes such as acquisition of attending physician statements, medical EKGs, and all the information for underwriters to be able to perform their work in a new-business situation."

Bouchard believes MIB is providing life insurers with the means to automate the entire process. When new business is entered into the New York Life system, the information is generated automatically to the proper environment. "This is simple dollars and cents," he says. "We can reduce the process from about a four-week timeframe to hopefully a couple of days if it is simple underwriting or a little more if we have more complex underwriting rules."

MIB and New York Life found a perfect fit in each other, asserts Bouchard. "[MIB] is a very crucial partner of ours for the integration of medical information," he says. One major area of agreement in the partnership was the use of the ACORD model and the standards organization's



*Pierre Bouchard*

communication principles. Having the right people working with each other also was beneficial. "In MIB, we were able to have access to [the company's] chief visionary, David Olsen," he adds. "Whenever a problem was arising, we had access to the top people to get the ball rolling and not have to wait by going through an intermediary level."

With the introduction of the MIB Web-enabled solution, MIB will begin phasing out outdated technologies and has announced effective Dec. 31, 2006, it will no longer support legacy connectivity for MIB-TERM, MIB-COMM, Fast Track, and MIB-LINK/Plus V2.

Among the features of the new Web enabled solution are the security model, which has SSL

128-bit encryption and digital certificate authentication utilizing PKI technology; easier network integration through standard Internet protocols; standardized data transactions using ACORD TXLife; improved data semantics to enhance search accuracy; and improved ability and performance of MIB systems and communications.

The new MIB solutions include WEBTERM, WEB-DIRECT, WEB Services, and Insurance e-Enable. WEB-TERM offers MIB data services on a single-record basis via a Web browser. Among the available services are MIB Checking Service, Insurance Activity Index (IAI), Disability Insurance Record Service (DIRS), Alpha Index Service (ALPS), and Security Alert Services.

WEB-DIRECT is ACORD compliant and offers system-to-system connectivity for LAN and mainframe server environments. Services include the MIB Checking Service, IAI, and DIRS.

WEB Services is offered as an adjunct to MIB's security alert services, linking directly to the Web sites of the Office of Foreign Assets Control (OFAC) and Canada's Office of the Su-

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perintendent of Financial Institutions.

"Communication is what everyone wants to have but has the least of," says Bouchard. "Being able to have the nomenclature and standards, which were set up by a third party, allowed us to be very straightforward and avoid a lot of miscommunication."

- ROBERT REGIS HYLE