

PIA[®] Connection

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National Association of
Professional Insurance Agents



PIA In Accord With ACORD

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PIA's Spalding, Savino, Brevik Speak on

PIA National President Jon Spalding; Keith Savino, PIA National's representative to ACORD; and Leonard C. Brevik, Executive Vice President & CEO of PIA National participated in a video forum during the recent ACORD/ Life Office Management System Association (LOMA) Insurance Systems Forum held May 24-26 in Las Vegas. The interview with PIA was conducted by ACORD President & CEO Gregory A. Maciag.

ACORD — the Association for Cooperative Operations Research and Development — is a global standards development organization serving the insurance industry and related financial services industries. It was founded by agents and brokers 40 years

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PIA National Executive Vice President & CEO Leonard C. Brevik.

ago, including PIA.

“The biggest thing that ACORD gives us is the standardization that’s necessary to provide the information that agents need,” said Spalding. “It’s necessary for the carriers to get consistent information so that they can then price the account accordingly. From a personal perspective, it’s the ease of doing business with the carriers that we have appointments with.”

PIA National ACORD representative Keith Savino, who also serves on the board of ACORD, said he is proudest of his involvement in the ACORD User Group Information Exchange (AUGIE). “Understanding how we can do business better to solve that three-legged stool issue, which is the agents, the carriers and the vendors. Getting us all on the same page at the same time — to prioritize those things we need to do in the business to better service our clients, because at the end of the day it’s about the policyholder, and it always has been — And that’s the focal point of PIA and Main Street agents, taking care of the policyholder.”

“What ACORD has done is to bring everybody together to reach a standard that everybody can agree on, and that’s not always an easy process,” said Brevik.

“We heard in the AUGIE survey results today that we [agents] save an hour per employee per day through ACORD’s real-time interface capabilities,” Spalding said. “To an independent agency owner, that’s a huge number.” He added that realtime standards provide a competitive advantage. “For example, on



PIA and ACORD On the Air: PIA National participates in a video interview during the ACORD/LOMA Insurance Systems Forum held May 24-26 in Las Vegas. (From left to right) ACORD President & CEO Gregory A. Maciag; PIA National Executive Vice President & CEO Leonard C. Brevik; PIA National ACORD representative Keith Savino; PIA National President Jon D. Spalding.

first notice of loss, if I’m using real-time and my competitor is not, my client gets in the loop that much quicker in the claims process and gets their claim settled, we look like the hero.”

Brevik said what ACORD has accomplished is to successfully combine insight with foresight and hindsight, approaching the need for seamless processing in a man-

ner that encourages cooperation on standards among the many players in the insurance industry. “PIA agents on a daily basis, particularly in the coastal markets, are always looking for new markets and new market opportunities. Without these standards, those markets are not going to exist.” He added that ACORD has taken its mission beyond the shores of the United States.

Standards at ACORD Forum



Apple co-founder Steve Wozniak (right) with Len Brevik at ACORD/LOMA forum in Las Vegas. Mr. Wozniak is wearing a helmet because he rode his Segway through the ACORD trade show.

National supports the initiatives of NIPR and serves on its board of directors.

“Agent licensing is a key strategic initiative of the PIA National board,” said Brevik. “By having the key standards put in place, by ACORD working with NIPR, and with PIA assisting in the effort, we can preserve a huge component of state regulation of insurance and have agents licensing at the state level where it belongs. This involves both the politics of changing legislation, which we’re working on with the state legislatures, but it also has a huge technology component where ACORD’s involvement is critical.”

“What ACORD is doing in this area will have a phenomenal daily desktop ben-

efit for PIA members and all independent agents across the country,” Brevik said.

“You’ve just articulated the benefit of a partnership between a standards organization and a trade association and how it fits hand-in-glove,” said ACORD President & CEO Gregory A. Maciag.

“Our ‘secret sauce’ is agents and brokers,” Maciag said. “Agents and brokers founded ACORD 40 years ago this year, because they were sitting at the crossroads of all that data going back and forth among the trading partners and realized [that] cooperation was the only way to do it. After 40 years, agents are still intimately involved in what we do. They take a leadership role in what we do. We couldn’t have done it without you.” 



ACORD President and CEO Gregory A. Maciag

“The whole methodology that you’ve approached this to export your expertise and American standards to the rest of the world is a significant achievement for ACORD and for the agents,” he said.

ACORD, NIPR, PIA

ACORD has entered into a memorandum of understanding with the National Insurance Producer Registry (NIPR). NIPR was created by the National Association of Insurance Commissioners (NAIC) to help streamline the agent licensing process. PIA