

Online Insurance Verification System Advisory Council

Meeting Minutes for Wednesday, July 11, 2012

Members Present: Julie Magee, Jay Starling, The Honorable Greg Tucker, The Honorable Luke Cooley, Ginger Johnson (for Jeff Bradwell), Cpl. John Hall (for Michael Robinson), Greg Erath, Ken Williamson (for Charles Angell).

Members Present via Conference Call: Ken McFeeters, Alex Hageli, Ken Needham.

Members Absent: Jeff Bradwell, Michael Robinson, Harvey Fischer, George Cooper, and Charles Angell.

Others Present: Brenda Coone, Sherry Helms, Mike Gamble, Valeria Jernigan (DPS), David Belser, Lori Biscaglia, and Steve Houston (via conference call).

Call to Order: The meeting was called to order at 10:03 a.m. by Julie Magee.

Roll Call

Mr. Starling conducted the roll call.

Approval of June 14, 2012 Meeting Minutes

The minutes were approved with no corrections.

OIVS Ad Campaign Update

The ad campaign will begin in August 2012. The department will be utilizing social media outlets in an effort to reach a larger segment of the population. The department has a Facebook page as well as a twitter account set up for the ad campaign. Additionally, information can be accessed via YouTube by searching for "AlabamaMLI".

In November, the department plans to begin using billboards and radio as a part of the ad campaign. During the latter part of November, television ads should begin to air. Television ads are scheduled to air from November 2012 through October 2013 in order to cover the entire 2013 registration year. The TV and radio spots will be a combination of PSAs and paid announcements.

A URL has been established which is "BeSuretoInsureAL.com." This site automatically routes the user to the www.mli.mvtrip.alabama.gov site.

After the department's June 12, 2012 press release regarding the OIVS, the associated press (AP) picked up the release, which generated some interest in the program. Judge Cooley and Commissioner Tucker reported that they have received calls from their local stations and newspapers regarding the department's press release. Mr. Starling reported that WSFA came and interviewed Commissioner Magee and him regarding the amended law and the new requirements.

OIVS Pilot Update

The monthly conference call meeting with the pilot counties was held on July 10, 2012. Pilot counties were instructed to activate the OIVS web service on the evening of July 16, 2012 to begin testing on July 17, 2012. The pilot counties were reminded that they should not begin using OIVS to enforce the liability insurance law until the January 1, 2013 effective date.

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Insurance Data Transfer Update

The department currently has insurance data consisting of information from 157 NAICs. A total of five (5) million records were uploaded with 4.1 million records matched.

Victoria, Harleysville, and Nationwide have not sent any insurance data to the department. Mr. Hageli volunteered to contact Nationwide's representative at the next IICMVA meeting. Based on Mr. Hageli's report, Revenue will determine whether these companies need to be reported to the Department of Insurance (DOI) for failing to cooperate. Mr. Williamson assured the council that DOI will assist with this effort when the request is received from the Department of Revenue.

OIVS Web Service Update

The pilot counties will begin testing the web service on July 17, 2012. State Farm will be the first insurance company to be able to test the web service. Other insurance companies will be added for testing as they indicate their readiness.

A letter will be sent today to all insurers that write policies in Alabama notifying them to begin programming for the web service.

Mr. Starling reported that representatives from Mississippi and Hawaii have contacted him about Alabama's approach to the OIVS. Mr. Starling explained to the requestors that Alabama is complying with the IICMVA model regarding web services. Several members of Alabama's advisory council are members of the IICMVA and are satisfied with the direction in which the program is moving.

During the meeting, several council members commented on how effective the advisory council has been through this process. They are encouraging other jurisdictions to use the advisory council approach when implementing an OIVS. The council ensures that open lines of communication exist between the department and industry.

New Business

Motor Vehicle Division representatives will be meeting with both the Sheriff's association and Chiefs of Police associations to discuss the OIVS. The department plans to create a training video for law enforcement officers that will be available in ALACOP.

Mr. Williamson brought up the fact that when insurance companies merge, the acquired company's NAIC may not be retained. This means that the pre-populated insurance data may not be valid any longer. Ms. Johnson brought out the fact that VIN is a required field and will be an important piece of data during the match process so that the fact that the NAIC numbers may change should not drastically affect the verification process.

DOI will notify DOR when a merger occurs so that the web service can be tweaked to ensure that no questionnaires are sent out in error.

The next meeting of the advisory council is scheduled for Wednesday, August 15, 2012 at 10:00 a.m. The meeting will be held via conference call. Conference call information will be sent to all council members.

The meeting was adjourned by Chair Magee at 10:55 a.m.

*Respectfully submitted by
Brenda R. Coone*