

industry leaders about how to make their industry grow and be more responsive to customer needs.

Structured Settlement Thought Leadership Conference Results from Conference Brainstorming Session

EDUCATION

- The ability to enable judges to easily access educational material – i.e. electronically or via the Internet– regarding the structured settlement transfer process.
- The ability to educate judicial administration boards regarding the structured settlement transfer process.
- The ability to identify shared interests and challenges among stakeholders in the structured settlement continuum.
- The ability to identify the key audiences and focus educational and communications resources on them.
- The ability for the secondary market to educate the primary market on ways to grow the primary market.
- The ability to enable industry leaders to communicate effectively with one another.
- The ability to have the primary market capitalize on lessons learned and competencies developed by the secondary market (SEO, etc.).
- The ability for the primary market to sell the positive features of the secondary market.
- The ability to educate injured parties and personal injury attorneys on their financial options.
- The ability to put a continuing education program in place that will be ongoing for industry professionals as well as consumers.
- The ability to have a “go-to person” in each jurisdiction for legislators to go to for information regarding the industry.
- The ability to identify the stakeholders in the primary market (plaintiff attorney, structured brokers, trustees, regulators, Life Insurance companies, property and casualty carriers).

GROWTH

- The ability to educate plaintiff attorneys about the resource available through and with settlement planners.
- The ability to educate plaintiff attorneys and their pre-settlement clients about the benefits of a structured settlement.
- The ability to generate market penetration of structured settlements in excess of 7%.

- The ability to identify legislative issues and opportunities to grow the market (such as Medicare and Medicaid).
- The ability to create enthusiasm and participation among enough people to accomplish the goals we set forth as an industry.
- The ability for the Treasury to approve 468-B funds.
- The ability to delay the final payment structure so as to properly educate the plaintiff and their attorneys (468-B).
- The ability to co-develop the structured settlement brand with the primary market.
- The ability to identify people/organizations that want to grow the structured settlement continuum.
- The ability to broaden the structured settlement distribution network.
- The ability to build a new attitude toward the structured settlement industry among consumers.
- The ability to develop and finance the growth across the entire continuum of the structured settlements industry.

