The partnership between LIMRA and the SOA Research Institute created Experience Studies Pro, a new, in-depth program of research and analysis. This joint effort offers timely, consistent, and comprehensive releases of industry experience data — providing participants with the necessary tools for product development, pricing, and assumption-setting work.

**Value to Companies**

* Benchmarking Profitability
	+ Ability to compare mortality experience, lapse experience, withdrawal activity, living benefit utilization to the market
* Annual Liability Assumption-Setting Review
	+ Access to an industry tool to guide product assumption-setting activities
	+ Use of highly credible industry data to confirm their product experience assumptions
	+ Access to data being used by regulators to set valuation standard for the industry

**What Are the Benefits?**

Both insurance companies and regulatory agencies require regular updates to industry information about the actuarial experience of the products sold.

* Allows direct access to industry data for their own analysis
* Provides a tool for analysis of their own experience data along with data analysis of other companies’ experiences, allowing for peer and industry comparisons
* We do the data analysis:
	+ For a smaller company, we do the work, they may not have time or staff
* Gives a view of the differences in product profitability across competitors
* Allows for a better understanding of profitability drivers as well as key markets for these products
* Enables early warning indicators for profitability problems arising from competitor offerings
* Includes market intelligence distribution of business across age, sex, and other demographic and geographic factors

**Why Us?**

Together, We Offer Unmatched Expertise, Trust, and Value

* Experience Studies Pro offers credible, robust benchmarking, and strong industry representation
	+ 70 percent market participation is typical
* Expertise with conducting large data-intensive projects
* Trust — unbiased research, analysis, and industry relationships
* Value — delivers cost-effective tools and insights