

# Innovative Product Designs

Filing process overview

By

Rhonda I. Saunders-Ricks  
Oregon Insurance Division  
Manager, Rates and Forms

Step I

**OREGON.gov** Search Insurance Find

Text Size: A+ A- A Text Only Site Accessibility

**Insurance Division** DEPARTMENT OF CONSUMER & BUSINESS SERVICES

Department


- Insurance Home
- Contact Us
- About Us
- What's New
- File a Complaint
- E-Mail Notification

Company Information

- Consumer Information
- Producer Information

FAQ's

Search Page



**Information for:**

- **Consumers**
- **Producers / Licensing**
- **Insurance Companies**

**HealthCare.gov**

**Oregon Health Connect**

**Links**

- Administrative Orders
- Bulletins
- Federal Reform

**Headlines**

**EARTHQUAKE** Most homeowner & renter policies do not cover earthquake damage but you can buy earthquake

Step II

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**Information for Insurers**

✉ [Sign up for E-mail updates](#)

[Financial Regulation](#)

[Health Insurance Regulatory Updates and Guidance](#)

[Rates and Forms](#)

**Search Pages**

- [Insurance Company Search Page](#)
- [Insurance Producer \(Agent\) Search Page](#)
- [Insurance Agency Search Page](#)

[Other information for insurers](#)

Step III

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## Rates and Forms Section

### Helpful Information

- [New developments in Rates and Forms](#)
- [Inquire about the status of a filing](#) (by e-mail access)
- [Product Standards Review Cycle](#)
- [E-notify](#)
- [Industry Reports](#)
- [About the Rates and Forms Section](#)
- [Staff Contact Information](#)

### Rate and Form Filing Information

- [Filing requirements](#)
- [Waiving H1N1 cost-sharing](#)

Step IV

The screenshot shows the Oregon Insurance Division website. At the top, there is a dark red banner with the 'OREGON.gov' logo on the left and a search bar on the right containing the text 'Search Insurance' and a 'Find' button. Below the search bar are links for 'Text Size: A+ A A', 'Text Only Site', and 'Accessibility'. A dark blue navigation bar below the banner contains the text 'Insurance Division' on the left and the 'DEPARTMENT OF CONSUMER BUSINESS & SERVICES' logo on the right. On the left side of the page is a vertical navigation menu with a 'Department' dropdown menu and several menu items: 'Insurance Home', 'Contact Us', 'About Us', 'What's New', 'File a Complaint', 'E-Mail Notification', 'Company Information', 'Consumer Information', and 'Producer Information'. The main content area is titled 'Rates and Forms Section - New Developments'. It features a red envelope icon followed by a link 'Sign up for E-mail updates'. Below this are two news items: 'Product Standards update (10/05/10)' with a paragraph of text, and 'New and Innovative Product Designs (09/23/10)' with a paragraph of text. The bottom of the page shows the beginning of a link for 'Risk Purchasing Groups (RPG) or Risk Retention Groups (RRG)'. A vertical scrollbar is visible on the right edge of the page.

## Step V

### **New and Innovative Product Designs**

The Oregon Insurance Division encourages and recognizes that in order for Insurers to maintain competitive strategies it may be necessary to file new product designs that are not defined by statute, are out of the ordinary, or may not fit into a particular category of insurance.

When filing these new and innovative product designs that are considered transacting insurance as defined by ORS 731.146 (<http://landru.leg.state.or.us/ors/731.html>) we offer the following process to help obtain approval.

Contact Rhonda Saunders-Ricks, Manager of Rates and Forms at 1-503-947-7270 or via e-mail [rhonda.i.saunders-ricks@state.or.us](mailto:rhonda.i.saunders-ricks@state.or.us) to request an informal review prior to filing.

Provide the following information in writing:

- a. Type of product.
- b. How the product design is different than products currently in the market.
- c. Why it doesn't fit into a category.
- d. Include the completed Product Standards that are the closest to the product you wish to file.
- e. How it complies or doesn't comply with existing Oregon statute and the Product Standards.
- f. The need for the product in the market.
- g. An explanation of the companies targeted market.
- h. A list of jurisdictions where the product has been filed and approved for use.

The forms may be e-mailed to Rhonda or sent hard copy. By providing the above information the OID can conduct an informal review and provide guidance on problem areas.

By submitting a new product design informally the OID will already be familiar with the product design and compliance concerns will be worked out in advance, expediting the review and approval process.

**731.146.** (1) “Transact insurance” means one or more of the following acts effected by mail or otherwise:

- (a) Making or proposing to make an insurance contract.
- (b) Taking or receiving any application for insurance.
- (c) Receiving or collecting any premium, commission, membership fee, assessment, due or other consideration for any insurance or any part thereof.
- (d) Issuing or delivering policies of insurance.
- (e) Directly or indirectly acting as an insurance producer for, or otherwise representing or aiding on behalf of another, any person in the solicitation, negotiation, procurement or effectuation of insurance or renewals thereof, the dissemination of information as to coverage or rates, the forwarding of applications, the delivering of policies, the inspection of risks, the fixing of rates, the investigation or adjustment of claims or losses, the transaction of matters subsequent to effectuation of the policy and arising out of it, or in any other manner representing or assisting a person with respect to insurance.
- (f) Advertising locally or circularizing therein without regard for the source of such circularization, whenever such advertising or circularization is for the purpose of solicitation of insurance business.
- (g) Doing any other kind of business specifically recognized as constituting the doing of an insurance business within the meaning of the Insurance Code.
- (h) Doing or proposing to do any insurance business in substance equivalent to any of paragraphs (a) to (g) of this subsection in a manner designed to evade the provisions of the Insurance Code.

(2) Subsection (1) of this section does not include, apply to or affect the following:

- (a) Making investments within a state by an insurer not admitted or authorized to do business within such state.
  - (b) Except as provided in ORS 743.015, doing or proposing to do any insurance business arising out of a policy of group life insurance or group health insurance, or both, or a policy of blanket health insurance, if the master policy was validly issued to cover a group organized primarily for purposes other than the procurement of insurance and was delivered in and pursuant to the laws of another state in which:
    - (A) The insurer was authorized to do an insurance business;
    - (B) The policyholder is domiciled or otherwise has a bona fide situs; and
    - (C) With respect to a policy of blanket health insurance, the policy was approved by the director of such state.
  - (c) Investigating, settling, or litigating claims under policies lawfully written within a state, or liquidating assets and liabilities, all resulting from the insurer’s former authorized operations within such state.
  - (d) Transactions within a state under a policy subsequent to its issuance if the policy was lawfully solicited, written and delivered outside the state and did not cover a subject of insurance resident, located or to be performed in the state when issued.
  - (e) The continuation and servicing of life or health insurance policies remaining in force on residents of a state if the insurer has withdrawn from such state and is not transacting new insurance therein.
- (3) If mail is used, an act shall be deemed to take place at the point where the matter transmitted by mail is delivered and takes effect.

# Product Standards

<http://www.cbs.state.or.us/ins/>

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HealthCare.gov

Oregon Health Connect

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## Filing Requirements

[Listing of Current Filing Forms](#)

Linked to each type of insurance is the list of required items that must be submitted with a filing. Failure to submit these items with a filing may result in immediate disapproval as an incomplete filing. (See Rule 836-010-0011 and Bulletin 2006-5)

### Life/Annuities

[Group Life](#)

[Individual Life](#)

[Group Annuities](#)

[Individual Annuities](#)

[Life Illustration Certification](#)

[Accidental Death](#)

**News Room**

**Publications**

**License Directory**

**Links**

**Subject Index**

[Applications](#)

[Advertisements](#)

[Supplemental Riders,  
Endorsements, etc.](#)

[Life Settlement](#)

## **Health**

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[Group Health](#)

[Individual Health](#)

[Small Group Health](#)

[Advertisements](#)

[Multiple Employer Welfare  
Arrangements](#)

[Modification and Discontinuance](#)

## **Other**

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[Associations, Trusts, and  
Discretionary Groups](#)

[Credit Life and Health](#)

[Changes to Business Operations](#)  
(assumptions, mergers, etc.)

[Stop Loss/Excess Loss](#)

[Title](#)

[Service Contracts \(obligors\)](#)

[Vehicle Protection Product \(Warrantors\)](#)

## **Property/Casualty**

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[Personal Lines](#)

[Commercial Lines](#)

[GAP/Collateral Protection/Residual Value](#)

[Home Protection](#)

[Mechanical Breakdown](#)

[Mortgage Guaranty](#)

[Personal Inland Marine](#)

[Provider Excess](#)

[Surety and Fidelity](#)



[Mortgage Guaranty](#)

[Personal Inland Marine](#)

[Provider Excess](#)

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[Credit Products](#)

[Crop/Hail/Aircraft](#)

[Vehicle Rental Company](#)

[Auto Insurance](#)

[Rating Organization Loss Cost](#)

[Rating Organization Form](#)

[Adoption](#)

[Misc: Applications, Simple  
Endorsements, Declaration  
& Title Pages, Advertisements](#)

## **Workers' Compensation**

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[Workers' Compensation](#)

[Large Deductible](#)