QUEST
Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1451

Insurance Product Development, Pricing & Portfolio Management

INSURANCE & FINANCIAL SERVICES
FINANCE, INVESTMENT & BANKING

DURATION	DELIVERY
5 Days	**Classroom**

Course Overview

The Insurance Product Development, Pricing & Portfolio Management Training Course provides an advanced and practical framework for understanding the complete lifecycle of insurance products, from identifying market and customer needs through product design, pricing, launch, performance monitoring, and portfolio management. The course is designed to strengthen participants' ability to make commercially sound, technically informed, and risk-aware decisions that support sustainable growth, profitability, customer value, and organizational objectives.

Successful insurance product development requires more than creating attractive coverage. It requires a clear understanding of customer needs, market demand, risk characteristics, underwriting capacity, regulatory expectations, distribution channels, operational capabilities, and financial objectives. The course examines how insurers can translate market opportunities into viable products with appropriate coverage structures, policy terms, exclusions, pricing assumptions, distribution models, and performance measures.

A major focus is placed on insurance pricing and the factors that influence sustainable premium adequacy. Participants will examine claims frequency and severity, historical experience, expenses, risk assumptions, reinsurance costs, capital considerations, market competition, customer behavior, and economic conditions. The course develops practical approaches for designing pricing frameworks, evaluating rate adequacy, monitoring profitability, and identifying when products require repricing or restructuring.

The program also addresses portfolio management and the relationship between product-level performance and overall insurance portfolio outcomes. Participants will examine portfolio growth, profitability, concentration, diversification, risk exposure, business mix, claims performance, distribution channels, and capital implications. They will learn how to identify underperforming products or segments, optimize portfolio composition, manage growth responsibly, and balance profitability with risk appetite and long-term business objectives.

Through product design exercises, pricing analysis, profitability assessments, portfolio reviews, scenario analysis, and executive decision-making workshops, the Insurance Product Development, Pricing & Portfolio Management Training Course develops practical capabilities that can be applied across insurance and reinsurance organizations. The program is suitable for insurers, reinsurers, brokers, financial institutions, government entities, regulatory bodies, executives, managers, and specialists working in product development, underwriting, pricing, actuarial functions, claims, risk, finance, strategy, and portfolio management.

Objectives

- Analyze the insurance product lifecycle and its relationship with corporate strategy and market objectives during the course.
- Develop practical frameworks for identifying customer needs, market opportunities, and commercially viable insurance products.
- Evaluate insurance product structures, coverage features, exclusions, conditions, limits, and operational requirements.
- Apply insurance pricing principles using claims experience, expense assumptions, risk characteristics, and relevant market factors.
- Assess the impact of claims frequency, claims severity, expenses, reinsurance costs, and capital requirements on product pricing.
- Evaluate product profitability and determine the adequacy of pricing, costs, and expected margins.
- Design frameworks for monitoring insurance portfolio performance across products, segments, channels, and customer groups.
- Apply scenario analysis and sensitivity analysis to evaluate the impact of changes in claims, pricing, expenses, demand, and assumptions.
- Assess portfolio concentration, diversification, growth, profitability, and risk exposure.
- Develop practical approaches for repricing, restructuring, expanding, or discontinuing products based on performance and risk.
- Improve product and portfolio performance reporting through relevant technical, financial, and strategic indicators.
- Align product development, pricing, and portfolio management with governance, risk appetite, regulatory requirements, and long-term value creation.

Who Should Attend

This course is designed for professionals working in insurance, reinsurance, brokerage, product development, pricing, underwriting, actuarial functions, portfolio management, claims, risk management, finance, and strategy. It is particularly relevant to Insurance Product Managers, Pricing Managers, Actuarial Professionals, Underwriting Managers, Portfolio Managers, Financial

Analysts, Profitability Specialists, Risk Managers, Claims Managers, Business Development Managers, and professionals responsible for insurance product and portfolio performance.

The program is also suitable for Chief Executive Officers, Chief Financial Officers, Strategy Directors, Heads of Products, Heads of Underwriting, Risk Directors, Investment and Portfolio Leaders, Product Committees, and senior decision makers responsible for growth, profitability, capital allocation, portfolio performance, and risk management. Professionals working in government entities, regulatory authorities, banks, financial institutions, and large organizations with insurance-related activities can also benefit from the frameworks covered in the course.

The course is particularly valuable for professionals involved in market analysis, product design, policy wording, pricing, claims analysis, product launches, portfolio reviews, business planning, profitability reporting, and strategic product decisions. It also provides value for data and analytics professionals, finance teams, and risk specialists who need to understand the relationship between insurance products, pricing, profitability, risk, and portfolio performance.

Learning Outcomes

- Explain the major stages of the insurance product lifecycle from market opportunity through portfolio management.
- Analyze customer needs, market trends, and business opportunities to identify suitable product concepts.
- Design an initial insurance product structure covering benefits, coverage, conditions, exclusions, and limits.
- Analyze claims data, expense assumptions, and risk characteristics that influence insurance pricing.
- Apply practical insurance pricing principles and evaluate the adequacy of premium rates.
- Assess the impact of claims, expenses, reinsurance, capital, and market conditions on product profitability.
- Analyze product and segment profitability across customers, distribution channels, and insurance portfolios.
- Evaluate portfolio performance in terms of growth, profitability, concentration, diversification, and risk.
- Apply scenario and sensitivity analysis to assess changes in claims, pricing, expenses, demand,

and business assumptions.

- Identify products or segments requiring repricing, restructuring, targeted growth, risk reduction, or discontinuation.
- Prepare product and portfolio performance indicators and management reports for executive decision making.
- Develop an integrated strategy for insurance product development, pricing, and portfolio management aligned with business strategy and risk objectives.

Course Outline

DAY 01

Insurance Product Development and Market Strategy

- Insurance product lifecycle and its role in corporate strategy
- Market analysis, customer needs, and identification of product opportunities
- Target market segmentation and commercial attractiveness
- Principles of insurance product design
- Coverage, benefits, conditions, exclusions, limits, and policy features
- Alignment between product design, underwriting capability, claims processes, and operational capacity
- Distribution channels and customer experience considerations
- Product governance, approval processes, and regulatory considerations

PRACTICAL APPLICATION

Analyze a market opportunity and develop an initial concept for a new insurance product

DAY 02

Insurance Pricing, Risk Assessment and Rate Adequacy

- Principles of insurance pricing and premium determination
- Claims frequency and severity analysis
- Historical claims experience and pricing assumptions
- Expense allocation and product cost structures

DAY 02 — CONTINUED

- Risk characteristics and pricing differentiation
- Safety margins and technical pricing assumptions
- Impact of reinsurance costs and risk transfer arrangements
- Market competition, customer behavior, and economic conditions
- Rate adequacy monitoring and pricing review mechanisms

> **PRACTICAL APPLICATION**
>
> Develop an initial pricing framework and assess the impact of claims, expenses, and assumptions on premiums and profitability

DAY 03

Product Profitability and Financial Performance Analysis

- Measuring technical and financial profitability
- Revenue, claims, expenses, loss performance, and profit margins
- Profitability analysis by product, segment, channel, customer, and coverage
- Break-even analysis and profitability indicators
- Portfolio mix and its effect on financial performance
- Impact of pricing changes, claims trends, expenses, and volume on profitability
- Sensitivity analysis for product economics
- Identifying underperforming products and performance improvement opportunities

> **PRACTICAL APPLICATION**
>
> Analyze the profitability of multiple insurance products and identify repricing, restructuring, or improvement priorities

DAY 04

Insurance Portfolio Management and Business Optimization

- Principles of insurance portfolio management
- Portfolio growth, profitability, risk, and concentration analysis
- Diversification and management of exposure across products and segments

DAY 04 — CONTINUED

- Optimizing product, customer, geographic, and distribution mix
- Managing growth in line with risk appetite and underwriting capacity
- Technical and financial portfolio performance indicators
- Scenario analysis and stress testing for insurance portfolios
- Repricing, restructuring, expansion, and portfolio rebalancing decisions

PRACTICAL APPLICATION

Evaluate an insurance portfolio and develop a strategy to improve growth, profitability, diversification, and risk performance

DAY 05

Product Strategy, Pricing Governance and Executive Decision Making

- Aligning product strategy with corporate objectives and market strategy
- Developing product launch, review, and optimization roadmaps
- Pricing governance and management of pricing assumptions and models
- Product and portfolio performance indicators and executive reporting
- Linking product and pricing decisions with capital, risk appetite, and financial sustainability
- Establishing regular product and portfolio performance reviews
- Using data and analytics to support product and pricing decisions
- Managing underperforming products and restructuring or discontinuation decisions
- Continuous improvement across the insurance product lifecycle

FINAL WORKSHOP

Develop and present an integrated insurance product, pricing, and portfolio management strategy covering market analysis, product design, pricing assumptions, profitability, risk, portfolio performance, governance, performance indicators, and implementation priorities

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Register or Request More Information

Course page: https://quest-training.com/courses/insurance-product-development-pricing-portfolio-management
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