

Citizens Strategic Vision

New Business and Renewal

December 15, 2021



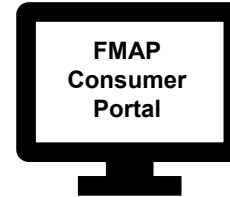
Programs that support private market placement

Current State



No eligibility or premium
displayed

Citizens Reimagined



Provides feedback
on eligibility and
estimated premiums

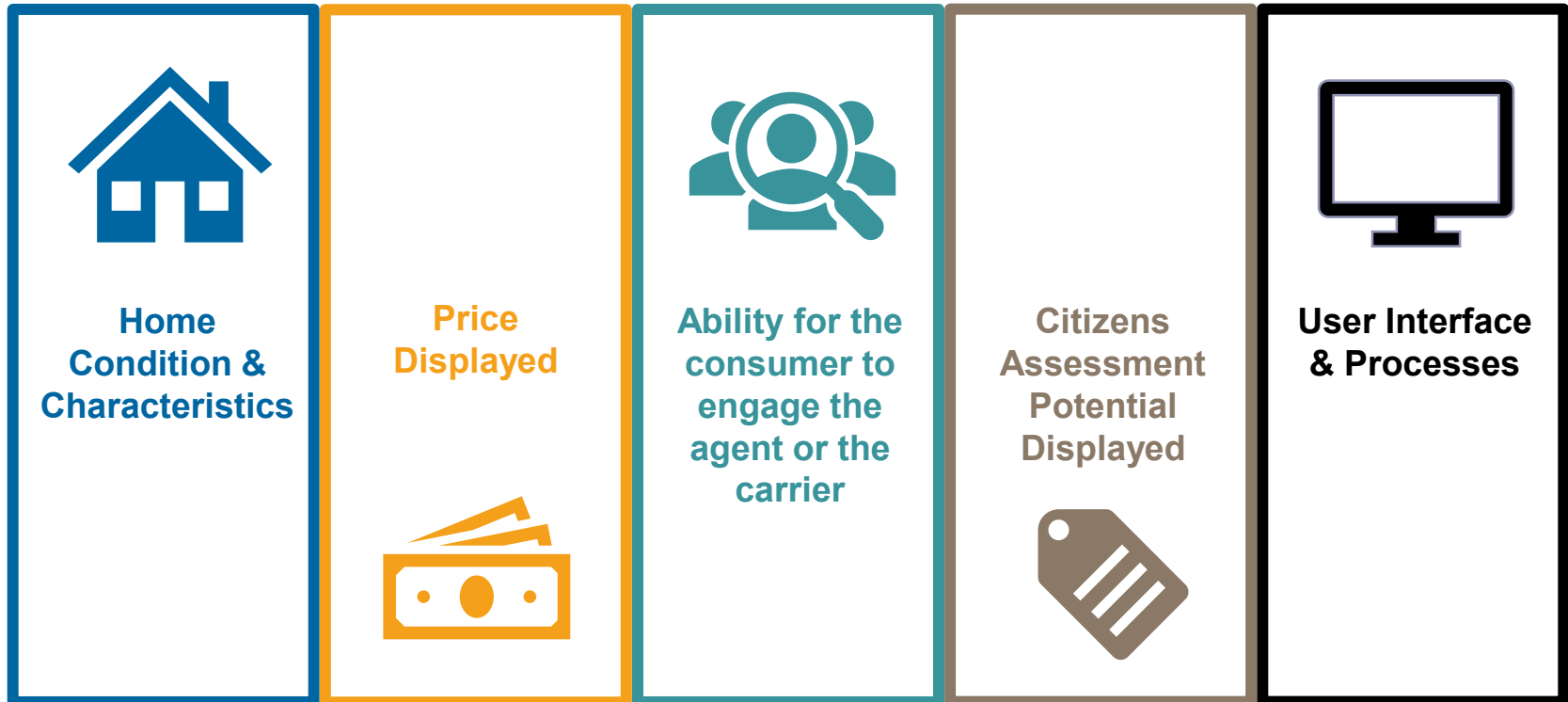


Limited to participating
carriers

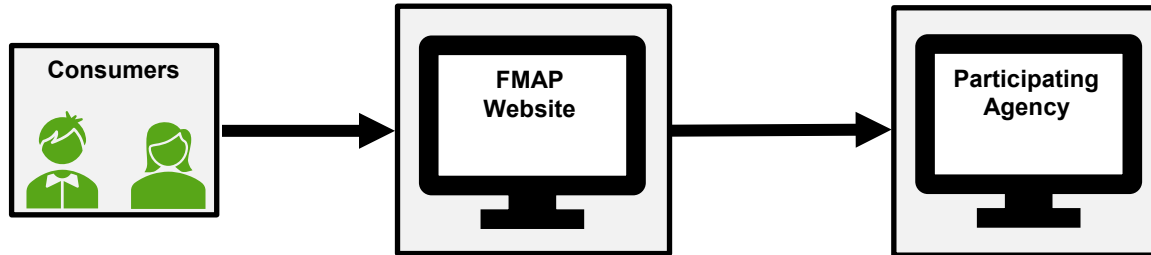



Expands to agent
appointed carriers
available on comparative
raters

Florida Market Assistance Plan (FMAP) Insurability/Eligibility Components

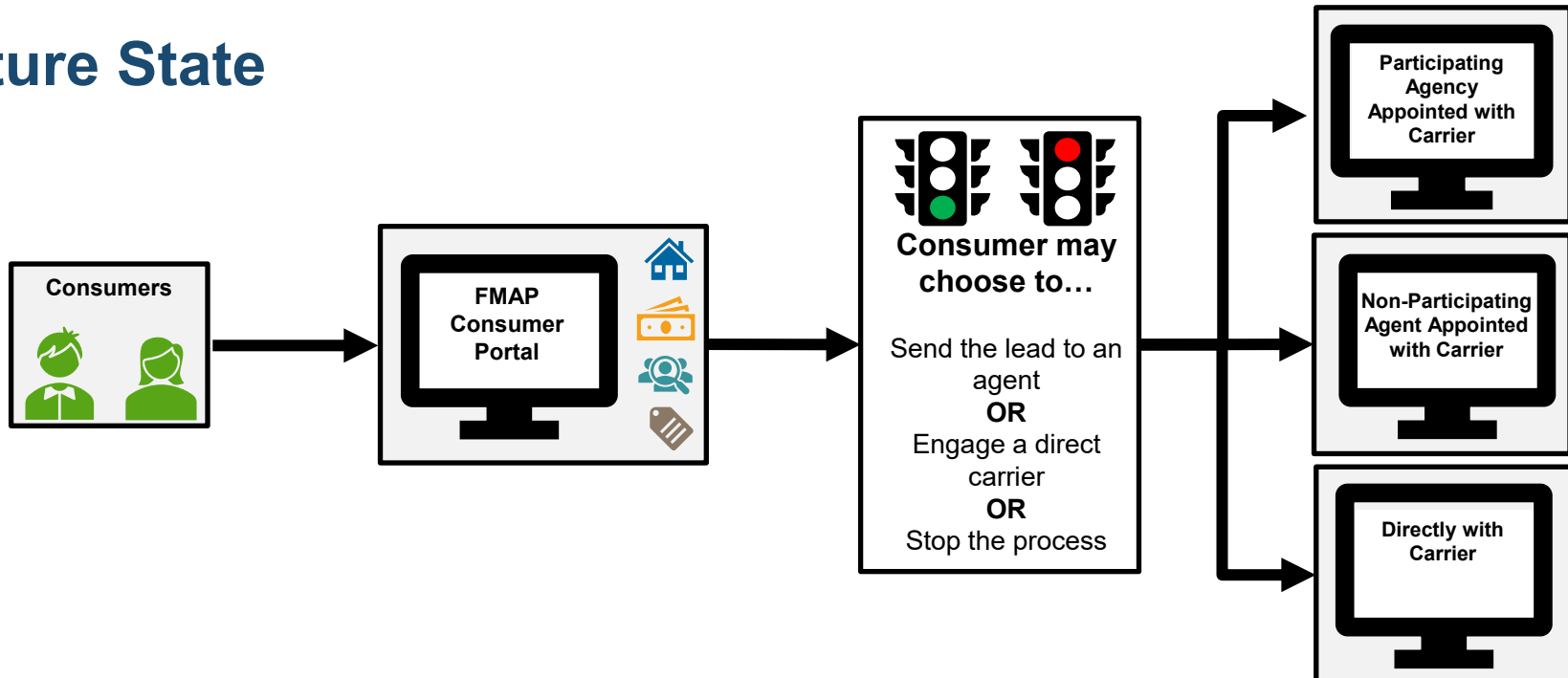


Current State

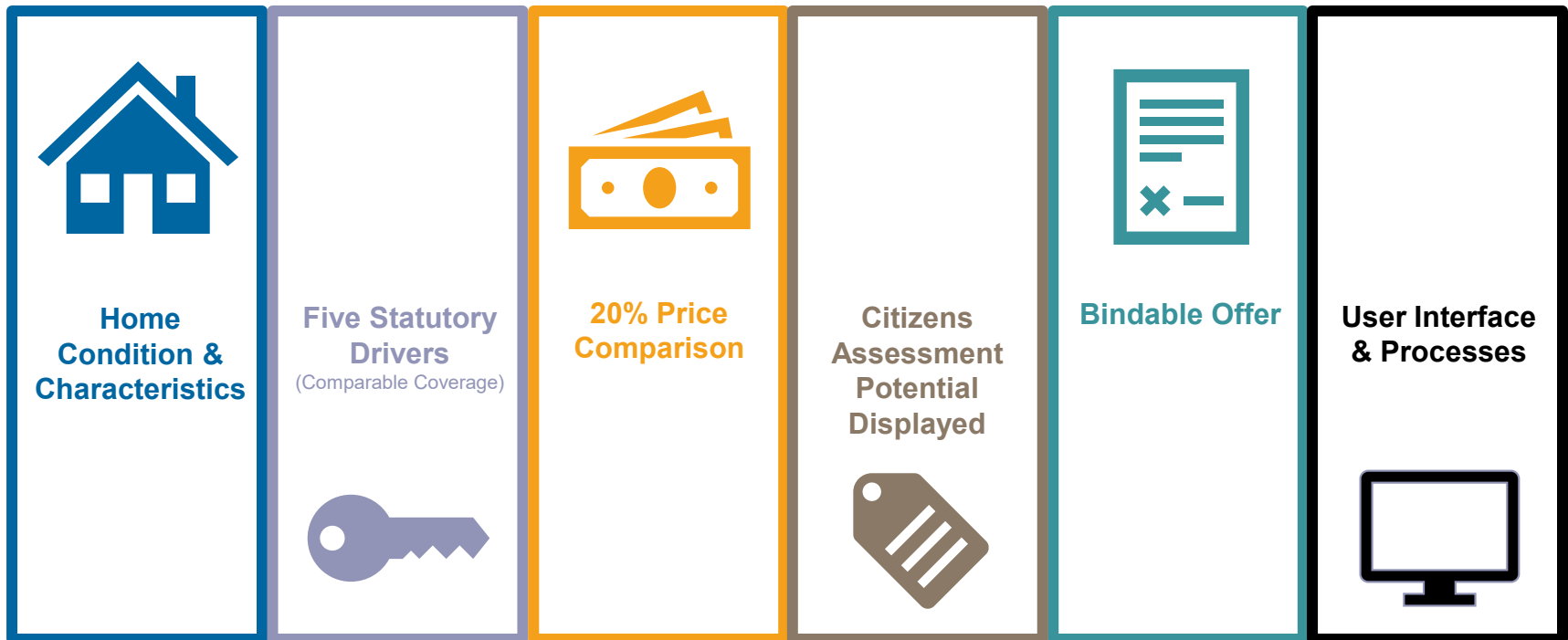


Legend	
	Condition & Characteristics
	Price Displayed
	Ability for consumer to engage
	Assmt. Potential Displayed

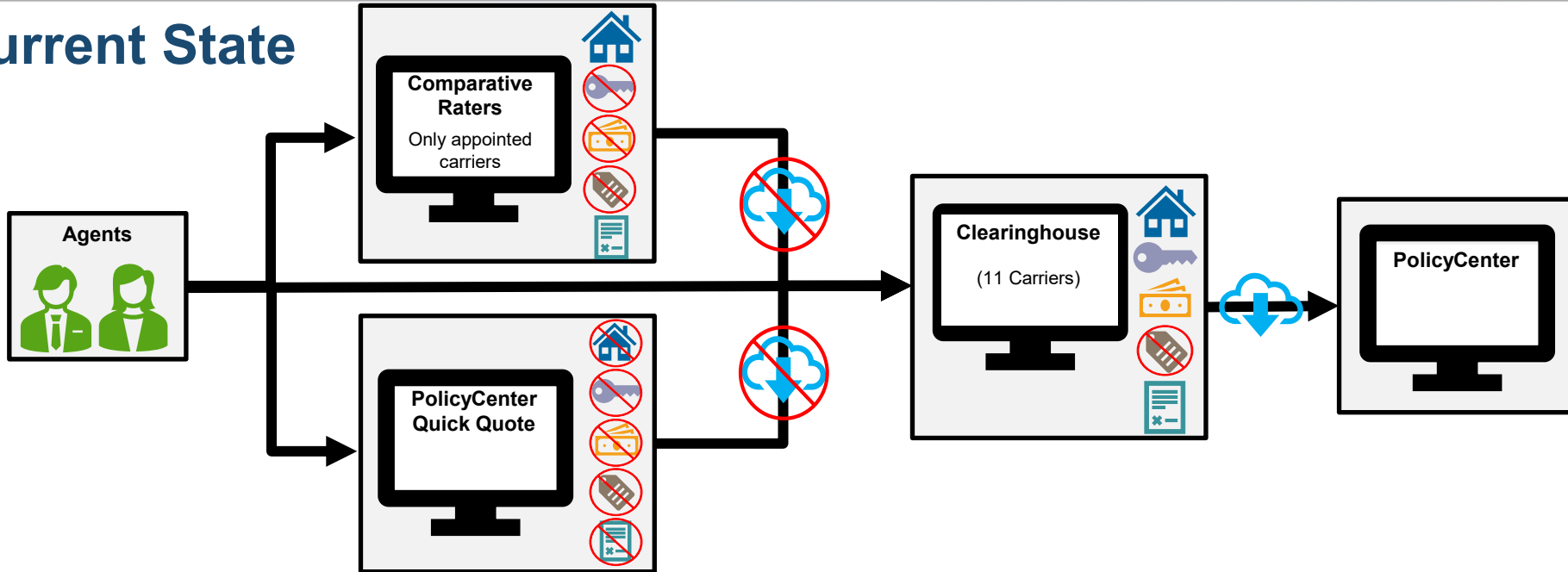
Future State



New Business Insurability/Eligibility Components



Current State

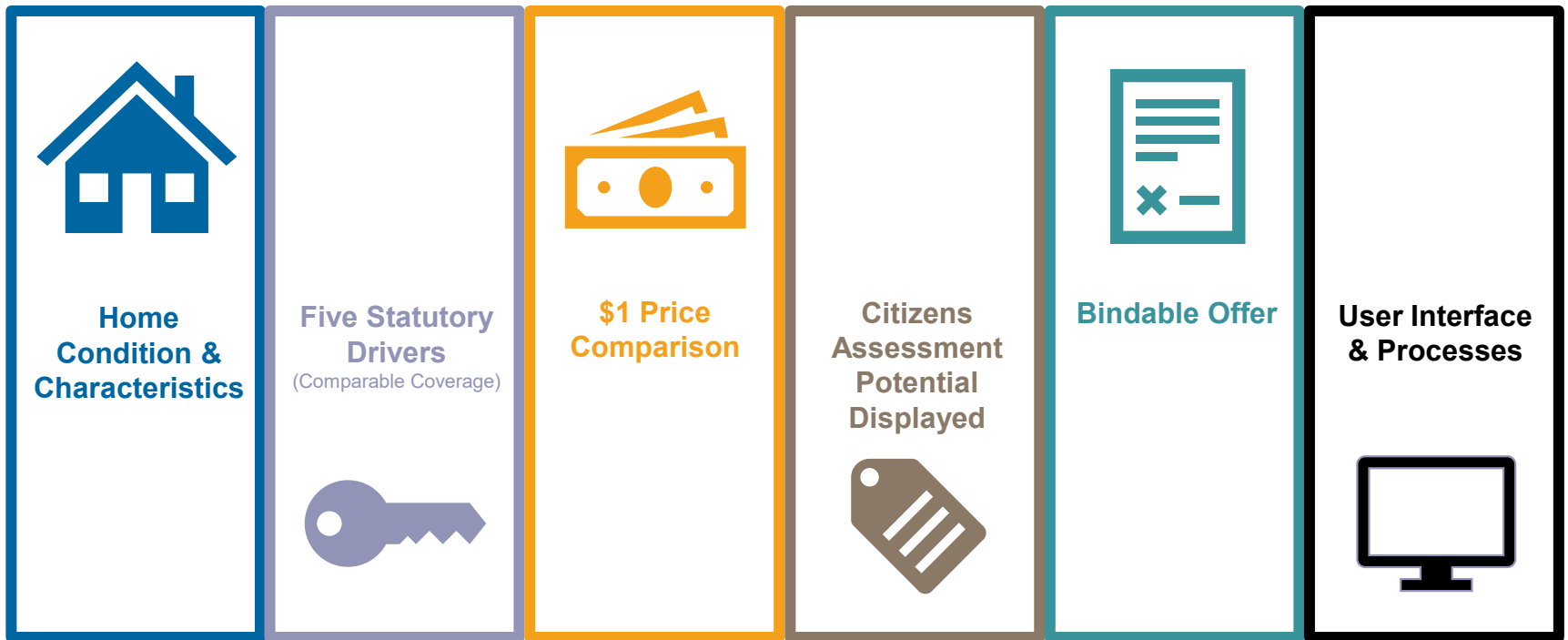


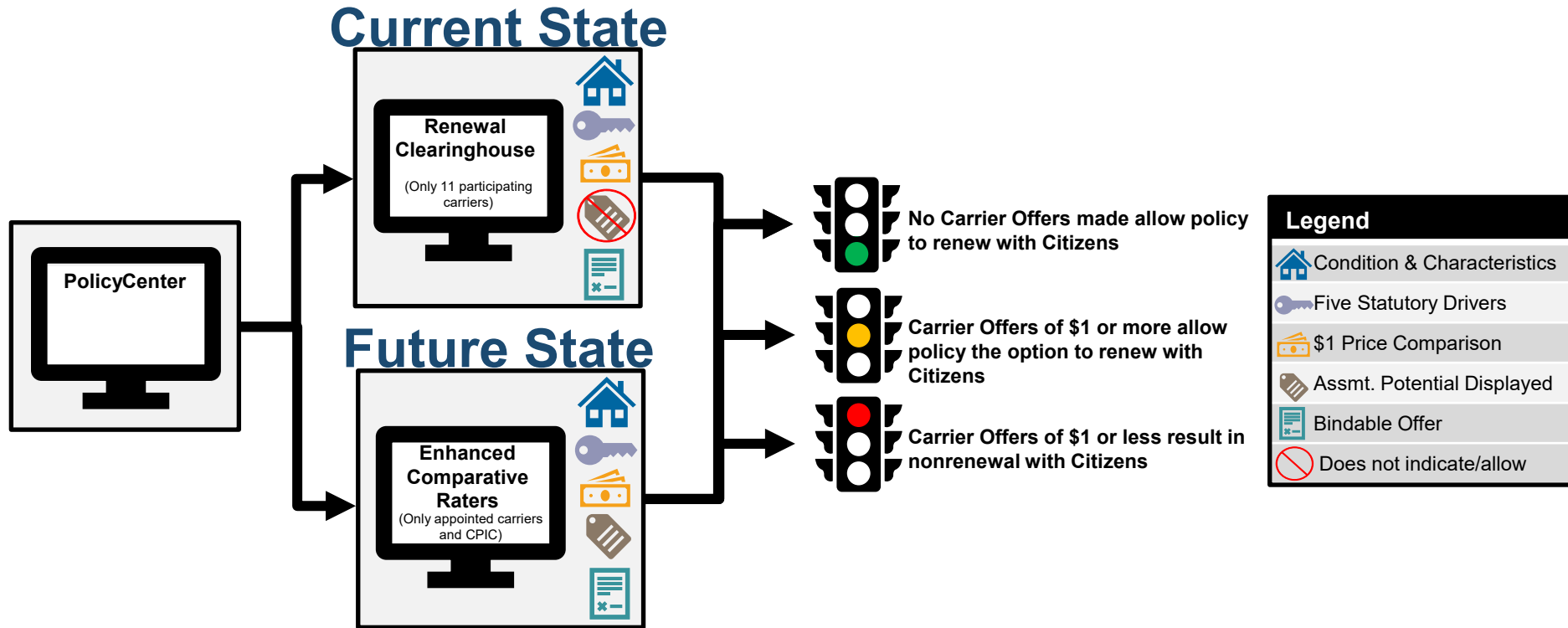
Future State



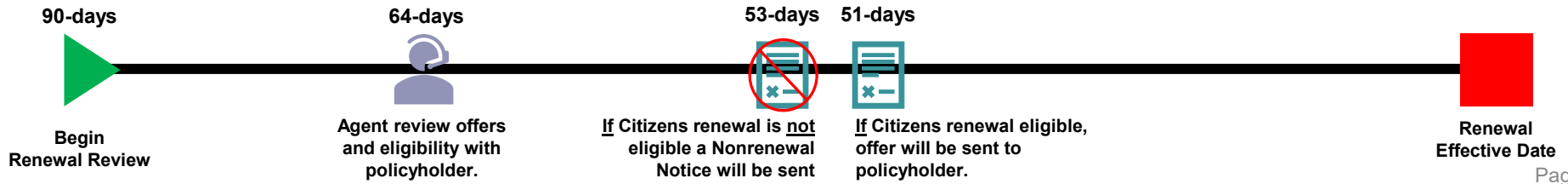
Legend	
	Condition & Characteristics
	Five Statutory Drivers
	20% Price Comparison
	Assmt. Potential Displayed
	Bindable Offers
	Data Transfers
	Does Not Transfer/Determine

Renewal Insurability/Eligibility Components





Current & Future State



Solicitation & Procurement Timeline

