

## [How the other half lives](#)

The people United Policyholders serves, is in close touch with and advocates for are the ones that fuel the insurance system by buying the products. Their/our perspectives are what we know.

Checking in on the other half of the system – the people who run insurance companies – is always eye-opening: To the other half – its rarely about “Are we delivering the financial safety net and peace of mind we’ve promised to provide?” It’s “what’s our ROE (return on equity)? Are we being selective enough in who we insure?”

<http://www.wrin.tv/ceo-panel-discusses-auto-insurance-outlook-tech-investments-disciplines-underwriting-for-better-roe/>

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