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GenAI in Insurance Finance: From Curiosity to Controlled Value

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1. GenAI in Insurance Finance

Why GenAI Matters Now

Faster Decisions, More Trust Needed

Controls & Trust

Strong controls and governance are essential to embed GenAI in insurance. Organizations cannot scale GenAI's benefits without safe, reliable foundations to maintain trust and transparency.

New Challenges

GenAI moves finance beyond traditional analysis and reporting by accelerating insight and automating complex workflows. The strategic challenge is to balance innovation with confidence.

Decision Speed

Finance teams must respond to increasing demands for decision speed, trustworthy reporting, and process productivity. As GenAI becomes operationally relevant, it presents both new opportunities and regulatory, risk, and data governance challenges.

2. Why GenAI Matters Now

Meet the Panelists

Panel Features Advisory, Ops, Data, and Controller Viewpoints

Anthony Irwin

Anthony Irwin — Controller and operator with hands-on experience adopting finance AI and automation at a digital-native insurer scaling innovative models.

Michele Landon

Michele Landon — Strategy advisor and practical transformation lead for insurance finance teams tackling tax, compliance, and digital change initiatives.

Thanga Ramalingam

Thanga Ramalingam — Designs and governs full finance, AI, and data operating models. Focus on responsible scaling, data readiness, and regulatory grade controls.

Jeremiah German

Jeremiah German — Deep workflow and controls focus. Designs, validates, and implements GenAI in live tax and reporting processes for measurable outcomes.

The panel brings diverse expertise on strategy, operations, controller priorities, and AI/data adoption.

3. Journey to Controlled Value

Path to Controlled Value

Disciplined progression makes value real and mitigates both regulatory and reputational risk.

Curiosity

Initial pilots and experimentation to gauge potential use and impact; finance explores GenAI capabilities but is careful about scope and exposure.

Prioritize

Select 2–3 high-value use cases with measurable ROI. Focus use and resources on solutions that can scale safely and align with finance objectives.

Workflow

Workflow and controls integration—embed GenAI into current process, layer human review, and clarify ownership for reliability.

Governance

Establish robust governance: data quality, human oversight, auditability, ownership. Only scale when controls show repeatable, reliable outcomes.

Success means discipline and measured adoption: do fewer things, do them well, and continuously test

4. Where GenAI Delivers Value

Delivering Real Value in Finance

Where GenAI Creates the Most Impact

Planning & Close

Planning/close: Scenario modeling, forecasting, knowledge search, and summarization. Enables better close cycles, supports documentation, and policy queries.

Document Review

Document review: GenAI enables accurate, fast reconciliation and review of large data sets, source docs, or external policies, assisting audit and compliance.

Reporting

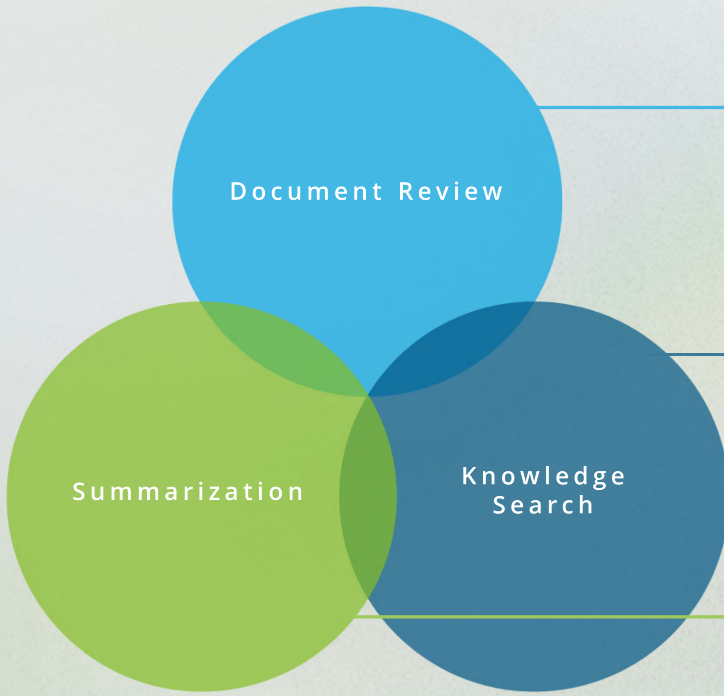
Reporting support: Automating routine financial, actuarial, and compliance reporting to speed analysis, reduce cycle time, and free up high-value effort.

When workflow and controls are mature, GenAI can enable efficiency and insight.

Examples: High-Value Use Cases

High-potential Use Cases

When paired with established workflow and oversight, GenAI delivers value by reducing cycle time, enhancing analysis accuracy, and freeing up expert time for high-value tasks. Organizations should focus GenAI on reporting, document review, knowledge search, and summarization—clear, scalable levers for finance.



How does GenAI review docs?

Helps identify outliers, compare large doc sets

Enables real-time document review for accuracy

How does GenAI support search?

Accelerate regulatory or contract knowledge search for finance, audit, tax

How does GenAI help summarise?

Draft and summarize technical memos, support disclosures, prep for board reviews

5. Governance Before Scaling

Four Essentials for Responsible Governance

Strong governance enables safe scaling of AI by embedding confidence, controls, and alignment to regulatory standards.

Data Quality

Clean, reliable, and accessible data is the bedrock for GenAI adoption in finance. Quality data management ensures outputs are credible and meets regulatory and management standards.

Human Oversight

Embed expert review and evaluation at all critical decision points. Human involvement ensures errors are caught before scaling, upholding accountability and trust.

Auditability

Process and GenAI outputs must leave a clear, reviewable trail for compliance, audits, and regulatory confidence. Transparent records underpin sustainable scaling.

Ownership

Assign process and oversight ownership for GenAI activities from design to deployment. Clear accountability controls ensure reliability and safe operational scaling.

6. Finance Leader Next Steps

Practical Steps for Leaders

Disciplined actions will set up finance for trusted, scalable GenAI impact.

01

Prioritize Use Cases

Identify and invest in 2–3 high-value GenAI applications with strong business case and controls. Demonstrate wins before broadening effort.

02

Embed Controls Early

Integrate review mechanisms, clear process ownership, and audit trails at the outset. Make safety and measurement central.

03

Measure and Scale Responsibly

Evaluate impact in terms of time, quality, and decision improvement. Scale up only when data and controls are reliable and governance is strong.