



CALIFORNIA DEPARTMENT OF INSURANCE  
2015 INSURER SUPPLIER DIVERSITY SURVEY

Report Type: **Individual**

Group / NAIC Code:

**69868**

Group / Company Name: **United of Omaha Life Insurance Company**

**Our company / group enters into contracts to procure goods or services in California.**

1. Does your company / group have a supplier diversity policy statement?

**YES**

*A supplier diversity policy statement is any language that refers to the company's / group's policies in regards to supplier diversity, with the goal of procuring goods and services from diverse businesses*

If yes, provide the supplier diversity policy statement below:

**United of Omaha Life Insurance Company (United) is a 100% wholly owned subsidiary of Mutual of Omaha Insurance Company (Mutual). United has no employees and receives the majority of its goods and services from Mutual. Any remaining goods and services procured directly for United is performed by Mutual employees. Mutual's Supplier Diversity Statement: Mutual's commitment to diversity has become part of the corporate culture and helps define the way we do business. Mutual's Diversity mission states, "we will continue to build a corporate culture that respects and values the unique strengths and cultural differences of our associates, customers and community." One of Mutual's strategies states: Impacting Suppliers: We will utilize the products and services of diverse suppliers, including but not limited to minority, women, and veteran owned businesses. Developing strong relationships with suppliers builds brand loyalty and leads to increased business opportunities, partnerships and exposure. The Supplier Diversity program is evidence of Mutual's commitment to partnering with diverse suppliers. The company's Supplier Diversity program: • Supports our current customer base • Attracts new customers • Invests in high growth sectors of the economy • Gives back to the communities we serve • Strengthens our company and brand • Demonstrates that we are doing business with customers who purchase our products and services.**

- Provide a list of all documents in which the statement can be found (i.e. website, co. / group report, board charter, etc.):

**Website**

- If the state is available online, provide link here:

**<http://www.mutualofomaha.com/careers/diversity/supplier-diversity.php>**

If no, but will be creating one within the next 12 months, provide a timeline for when your co. / group expects the policy statement to be completed and any other details available at this time (i.e. policy language, policy creation team, etc.):

If no, please explain why:

2. Does your company / group have a supplier diversity program?

**YES**

*A supplier diversity program is any formal plan and / or structure that has been setup specifically for the company / group to implement its supplier diversity policy statements.*

If yes, provide an overview of the program:

**Mutual of Omaha's Supplier Diversity Value Proposition:**Supplier diversity supports Mutual of Omaha's mission to maintain the highest degree of integrity in all interactions. Building relationships with diverse suppliers strengthens Mutual of Omaha's commitment to the community and supports its vision to be a company that is valued and admired by its customers and each other.Mutual of Omaha's corporate strategies include the utilization of products and services of minority and women-owned suppliers. Mutual of Omaha has had a Supplier diversity program ("Program") in place to support this strategy, for a number of years. In 2011, Mutual of Omaha refocused its efforts to place increased emphasis on the promotion of the Program. A three year plan was developed to: • Enhance and build upon Mutual of Omaha's existing Diversity & Inclusion program. • Provide diverse suppliers with opportunities to compete and earn its business, where all suppliers compete based upon requirements, service, quality and price. • Fulfill its promise to provide quality products and services to customers. • Strengthen the company, its brand and to demonstrate that Mutual of Omaha is doing business with the people with whom it does business.The Program's focus is on Process, Measurement, Development and Reporting, each described as follows: 2011 - ProcessDefine organization and rolesBuild awareness around why Supplier diversity is important Educate and share communications through Advocates Establish targets with input from Advocates and identify areas of opportunityUnderstand existing reporting capabilities and define future reporting needs 2012 - MeasurementEvaluate Data Enrichment solutions: supplement internal supplier data with external sources Evaluate and enhance Mutual of Omaha's Supplier Registration websiteUpdate Program dashboard measures and data collection processes2013 - DevelopmentHost and attend Supplier diversity eventsEvaluate sponsorship of minority business executive coaching and development opportunities2014 - Reporting Phase 1Report Supplier diversity spend via new data analytics toolCapture and report Small Business Spend for internal awarenessCapture and report Agent/Broker Diverse Spend for internal awareness2015 - Reporting Phase 2Automate data collection for Supplier diversity spendEnable on-demand Supplier diversity dashboards for Supplier Diversity AdvocatesThe Program goals through 2014 have been achieved, with the focus now shifting to the on-demand reporting for Supplier diversity spend in 2015. Mutual of Omaha's structure for the Program includes leadership accountability from the Vice President of Procurement in alignment with the Enterprise's Diversity & Inclusion Action Group. The Program is supported by a Supplier Diversity Manager and 8 to 10 Supplier Diversity Advocates, who meet quarterly/semi annually and share Supplier diversity spend results with others in their organizations.

If no, but will be creating one within the next 12 months, provide a timeline for when your company / group expects the program to begin and any other details available at this time (i.e. program plan, program director, etc.):

If no, please explain why:

3. Does your company / group conduct outreach specifically to diverse businesses? **YES**

If yes, respond to parts a, b, c, d, and e below.

a. Share all company / group outreach and communication strategies and practices that are conducted specifically to diverse businesses. Specify what outreach is conducted specifically to California diverse businesses:

N/A

b. Share any outreach and communication strategies and practices about supplier diversity conducted internally to company / group employees:

**Mutual was an active Corporate member and Sponsor of the local Midwest Minority Supplier Diversity Council (MMSDC). In mid 2012, the local Chapter closed. Mutual continues to collaborate with local Supplier Diversity Corporate Sponsors . A local organization (Mountain Plains) has been put in place, however Mutual has not committed to join due to lack of clarity, purpose and commitment at this time.**

c. Check below all outreach and communication practices in which your company / group engages:

**EVENT** – seminars, meet-and-greets, summits, etc.

- Host matchmaking
- Host supplier diversity events
- Internal Awards Program
- Participate in matchmaking
- Participate in supplier diversity events
- Sponsor matchmaking
- Sponsor supplier diversity events

Share the name of an event you attended / hosted that has best guided and / or influenced growth of your Supplier Diversity efforts:

**MEDIA** – advertising, announcements, interviews, webinars, etc.

- Traditional media (newspaper, television commercial, etc.)
- Ethnic media outlets
- Social media; please specify:
- Trade publications

Share the name of a media group or outlet that has best guided and / or influenced growth of your Supplier Diversity efforts:

**ORGANIZATIONS** – membership, affiliation, sponsorship, etc.

- Member of a certification agency
- Member of ethnic chamber of commerce
- Member/affiliate of other organization, please specify:

Share the name of an organization that has best guided and / or influenced growth of your Supplier Diversity efforts:

**PROGRAMS** – mentorship, training, locator, etc.

- Diverse supplier registration portal
- Manage and run a supplier diversity mentorship program (in-house)
- Participate in a supplier diversity mentorship program
- Subscriber to a supplier locator program (or 3rd party service that identifies diverse suppliers)
- Operate a website dedicated to a Supplier Diversity Program  
<http://www.mutualofomaha.com/careers/diversity/supplier-diversity.php>
- Technical assistance / training program for diverse suppliers

Share the name of a program that has best guided and / or influenced growth of your Supplier Diversity efforts:

d. Explain how, and to what extent, these strategies and practices have been successful in establishing relationships with diverse businesses:

**Mutual's company website features the Corporate Vendor Registration database. New, potential Suppliers may use this feature to register their businesses with Mutual. As part of the New Vendor Registration process, Mutual captures the Diverse Classification**

4. Does your co. / group require and/or encourage its primary suppliers to subcontract with diverse businesses? **NO**

If yes:

a. Do you track procurement spend with Tier 2 diverse suppliers? **NO**

b. Please explain:

5. Does your co. / group set internal targets or goals in regards to its supplier diversity statement and / or program? **YES**

If yes, please explain:

**Diverse Supplier Spend metrics are captured monthly; targets are established annually and results are communicated quarterly through the Supplier Diversity Advocate Group. This group meets quarterly to review Supplier Diversity scorecard results and is on**

6. Describe in detail any updates, progress, and / or best practices established by your company / group in the two years since the 2013 Insurer Supplier Diversity Survey was administered; include any awards or recognition received for Supplier Diversity work:

**Mutual of Omaha's Diverse Spend has increased 4.7% percentage points (168% increase vs baseline) in 5 years and is on track to meet the 2015 target of 7.0%: 2010: Diverse Spend was 2.8% of Total AP Spend with a Target of 3.0% 2014: Diverse Spend was 7.5% of Total AP Spend with a Target of 7.0%**

7. Additional Comments:

**It is United's understanding that AB 53 requires insurers with \$100 million or more in California premiums to report on procurement contracts with diverse suppliers who have the majority of their employees in California. Although United cannot verify whether its California vendors have the majority of their employees in California, United has reviewed its vendors (excluding agents and brokers) where payments were sent to the vendor's California address. While United contracted with a limited number of vendors due to its reliance on Mutual's procurement of goods and services on its behalf (see response to question 1), where United remitted payment to vendors' California addresses, none of these vendors appear to qualify as diverse suppliers. Therefore, United has no information to report on ISD - 2015 Report**

Form A1. The company and contact information has been completed on the first page; the remainder of the report is blank.

8. Points of contact for the company's / group's supplier diversity operations for diverse business enterprises:

**PRIMARY CONTACT**

Contact Name: **Mike Mohr**  
Title: **Vice President Procurement**  
Phone Number: **402-351-7600**  
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Mailing Address **United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175**

**SECONDARY CONTACT**

Contact Name: **Signe Bonnet**  
Title: **Sr. Business Systems Consultant**  
Phone Number: **402-351-5630**  
Email Address: **Signe.Bonnet@mutualofomaha.com**  
Mailing Address **United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175**

**GENERAL CONTACT**

Contact Name:   
Title:   
Phone Number:   
Email Address:   
Mailing Address