

Dear NAAFA,

I recently read the Carrier Management article entitled "Price Optimization: A Dangerous Method?" by J. Robert Hunter. I guess I shouldn't be surprised that now the insurance companies have not only figured out how to make the low credit score customers pay more for their insurance, but now they have figured out how to gouge the high credit score customers. (No more "the higher your credit score, the lower your premiums!")

This is appalling. For those of you who aren't familiar with what "Price Optimization" is, it's a method of basing premiums on the maximum amount that the company says or feels a consumer will be *willing* to pay, rather than the usual actuarial custom of basing premiums on projected costs such as claims, overhead and profit, etc. Over all, it sounds like a deceitfully justified scheme to get higher premiums out of everybody. Wonder if the commerce department is aware of this???

[Name withheld]