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Atlanta Locke Lord Partner Brian Casey Quoted by Digital Insurance on Challenges of Embedded Insurance Programs

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Brian Casey, Co-Leader of Locke Lord's Regulatory and Transactional Insurance Practice Group and a member of the Firm's Corporate, Capital Markets and Health Care Practice Groups, was quoted by Digital Insurance on the complexities of embedded insurance programs and the regulatory and legal hurdles insurers must navigate. Casey explains, "legal requirements can be an obstacle to even starting embedded insurance programs."

Casey also notes that junk fees, negative options sales and deceptive user interfaces can attract attention from banking regulators such as the Consumer Financial Protection Bureau and the Federal Trade Commission. "Those concepts could touch embedded insurance operations, so be careful with those," he warns insurers.

[Read the full Digital Insurance article](#) (subscription may be required).

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