



provisions

What have we
accomplished?

What's next?

Year One with NORCAL

NORCAL Retrospective

TALKING POINTS

The first year following the NORCAL transaction **laid the foundation** for our work as a **unified organization**, creating a unified set of **goals** and aligning our strategic **priorities**.



Our 86% growth in the Specialty P&C segment in the first quarter of 2022 reflects the strategic value and scope, scale, and data advantage of the NORCAL transaction.



Our regional structure allows us to take the best advantage of the local knowledge of our employees working in those territories—allowing ProAssurance to choose the right business and manage our assets from a capital allocation standpoint.

A Word on Our Issue

Laying the Foundation for a Productive Future

A great deal of planning and effort preceded the close of the NORCAL transaction on May 5, 2021. But for many aspects of our day-to-day business, May 5 was the starting point, and we could finally put all those carefully laid plans into action. And, thanks to a great deal of work from the entire team, those plans have rolled out, and continue to roll out, ahead of schedule.

The past year has been filled with milestones: first meetings, promotions, and the launch of combined processes and programs. The IT achievements alone as we have combined two companies' systems could fill this entire publication. We thank you for your feedback and your patience as we work through each step of the plan.

From the beginning, our focus has been on comparing two very like-minded companies and preserving the best of the best from each organization. The majority of this focus was on maintaining our top talent and the strong company culture within each organization. Both of these have fueled our restructure to a regional model—allowing us to take advantage of our national scope and scale while simultaneously taking advantage of regional expertise.

With the first steps of the integration behind us, we are in a strong position to take on the second half of 2022. Trade show season is well underway, the 1/1 renewal season is just around the corner, and the Leadership Elite meeting in October is fast approaching. There is much to look forward to, and we do believe the best is yet to come.

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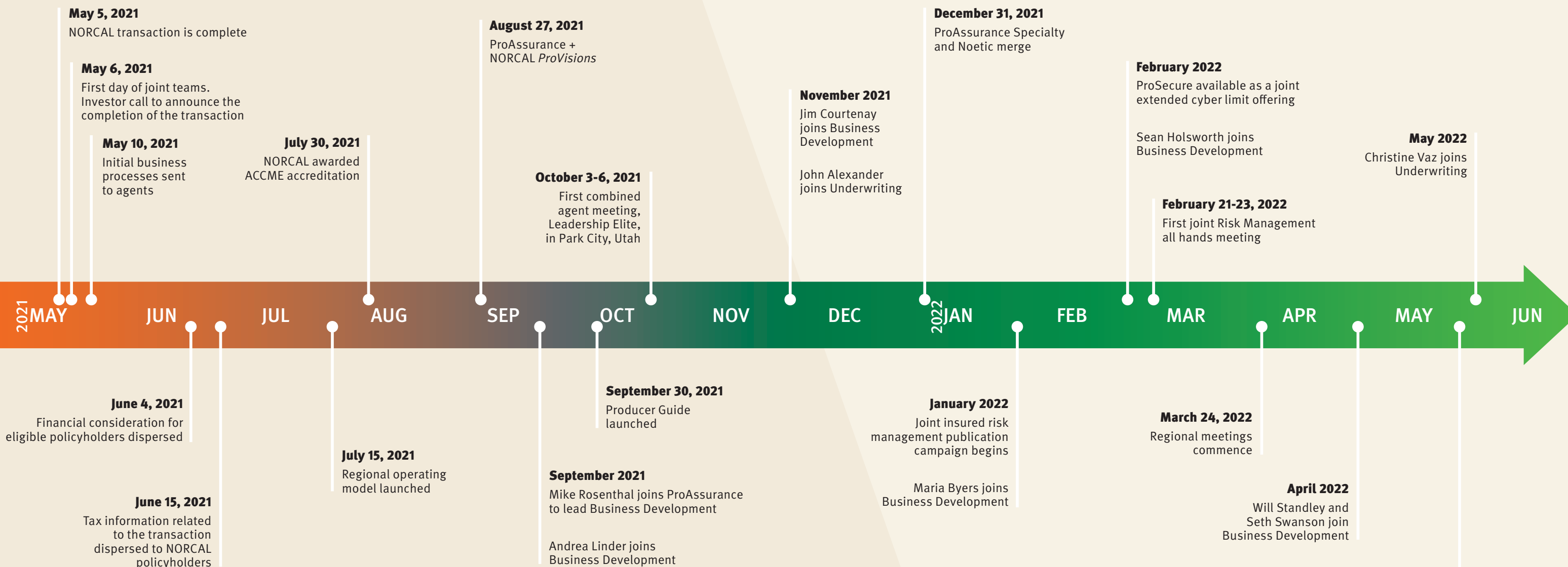


ProVisions is ProAssurance's monthly agent magazine. If you or your colleagues do not receive the digital version, email AskMarketing@ProAssurance.com.

Please include names and email addresses for everyone who would like to subscribe.



Year One HIGHLIGHTS



“We made excellent progress toward our strategic objectives in 2021. I am proud of all that the team at ProAssurance accomplished this year. The hard work they have put in—including bringing NORCAL on board—is paying off in improved results, and we are enthusiastic about carrying this momentum into 2022.”



Ned Rand
President and Chief Executive Officer, ProAssurance

“We continue to benefit from the strategic value of the NORCAL transaction, and we have made great strides on the integration.”



Mike Boguski
President, Specialty P&C

Q1 earnings report May 10, 2022

Specialty P&C report May 10, 2022



Financial HIGHLIGHTS

“The improved operating result in the first quarter of 2022 is a testament to the determined efforts provided by our strong team over the past year. Keeping our focus on the fundamentals of our business is of key importance as we look ahead to reaching our 2022 goals, and every improvement that we make in the business will deliver positive effects for the long haul.”

While developments in the investment markets may result in short-term movements in asset values, higher current market yields will provide an opportunity for our investment portfolio yield to be increased over time.”†

Q1 earnings report May 10, 2022



Ned Rand
President and
Chief Executive Officer,
ProAssurance

STRATEGIC
INTEGRATION

DISCIPLINED
UNDERWRITING

RESPONSIBLE
GROWTH

2021 YEAR END HIGHLIGHTS*

- › **12.4% gain in gross premiums written** (\$960.0 million for the year)
- › **6.0% improvement in the consolidated net loss ratio** for the year
- › **11.0% reduction in combined ratio** (excluding transaction-related costs of 102.4% for the year)

2022 FIRST QUARTER HIGHLIGHTS†

- › **49.3% increase in gross premiums written** to \$335.6 million
- › **41.8% increase in net premiums earned** to \$265.7 million with the addition of NORCAL premiums
- › **10% rate gain in standard physician pricing** leveraged through judicious underwriting
- › **4.2% reduction in combined ratio** (excluding transaction-related costs of 105.4% for the quarter)

SPECIALTY PROPERTY & CASUALTY SEGMENT HIGHLIGHTS

- › **PICA** delivered an adjusted **combined ratio of 99.9%**, a one point improvement year-over-year.
- › **Medmarc** saw a growth of **11%** year-over-year and delivered a **combined ratio of 85.0%**.
- › **Retained 90% of NORCAL physician book** in the first quarter of 2022 in a very competitive environment
- › Achieved **86% growth** in the Specialty P&C segment in the first quarter of 2022 with the addition of **\$129 million of NORCAL gross written premium, increasing the overall segment top line to \$258 million**

“Our 86% growth in the Specialty P&C segment in the first quarter of 2022 reflects the strategic value and scope, scale, and data advantage of the NORCAL transaction.”

“We continue to transform the competitive position of our operating segment and are building an attractive national business that is well positioned to perform over the various economic and insurance cycles.”

Specialty P&C report May 10, 2022



Mike Boguski
President, Specialty P&C

† [“ProAssurance Reports Results for First Quarter 2022.”](#) Comparisons are to the first quarter of 2021.

* [“ProAssurance Reports Results for Fourth Quarter and Year-End 2021.”](#) Comparisons are to the full year of 2020.

Serving a National Market with Local Expertise

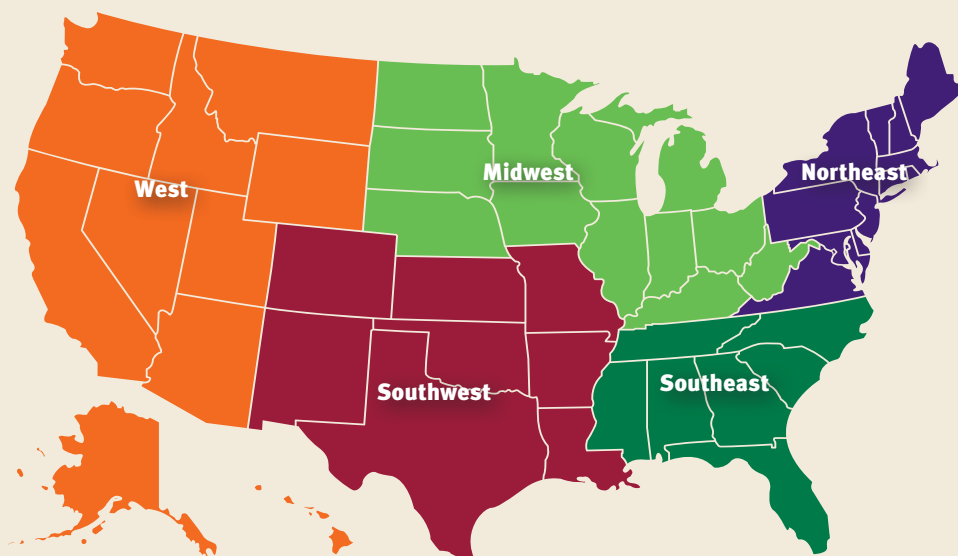
Medical professional liability is a state-based business, with each state having a unique operating environment and legal climate. Our regional structure allows us to **take the best advantage of the local knowledge** of our employees working in those territories—allowing ProAssurance to choose the right business and manage our assets from a capital allocation standpoint.

We are very meticulous about our regional strategy—**constantly evaluating** whether our business strategy will be effective in a state or region, and whether investing in business in a particular area will provide an appropriate return on investment. Our regional teams allow us to apply that discipline in an appropriate way. This also provides stability over the various economic and insurance cycles that allows our performance to be **more sustainable**.

Having a dedicated group of employees for each region also allows us to remain **close to our customers** so we can provide the best outcomes for our agents and brokers. Our multi-disciplinary teams—Business Development, Underwriting, Claims, and Risk Management—work together to ensure every facet of a situation is addressed.

Finally, the regional structure provides added opportunity to develop unique regional culture and focus on relationship building. The regional offices can act as **a hub for collaboration** and social interaction—particularly as we continue to work in a hybrid work environment. Interaction with our teams, and creating opportunities to connect with agents and insureds in each region is one of the top advantages of this structure.

Regional Service Model for Standard/Physician Business



5 regions delivering locally focused, nationally connected MPL expertise

Each regional service team has Underwriting, Business Development, Claims, and Risk Management leaders who will guide their team.

They work together to address unique issues that impact states in their region—as well as ensuring strategy and decisions align with the Company as a whole.

West Regional Leaders

- CLAIMS: **Gina Harris**
- UNDERWRITING: **Lucy Sam**
- RISK MANAGEMENT: **Katie Theodorakis**
- BUSINESS DEVELOPMENT: **Andrea Linder**

Midwest Regional Leaders

- CLAIMS: **Mike Severyn**
- UNDERWRITING: **Debbie Farr**
- RISK MANAGEMENT: **Tina Santos**
- BUSINESS DEVELOPMENT: **Doug Darnell**

Northeast Regional Leaders

- CLAIMS: **Mark Lightfoot**
- UNDERWRITING: **Tim Pingel**
- RISK MANAGEMENT: **Nichole Pieters**
- BUSINESS DEVELOPMENT: **Lori Sunday**

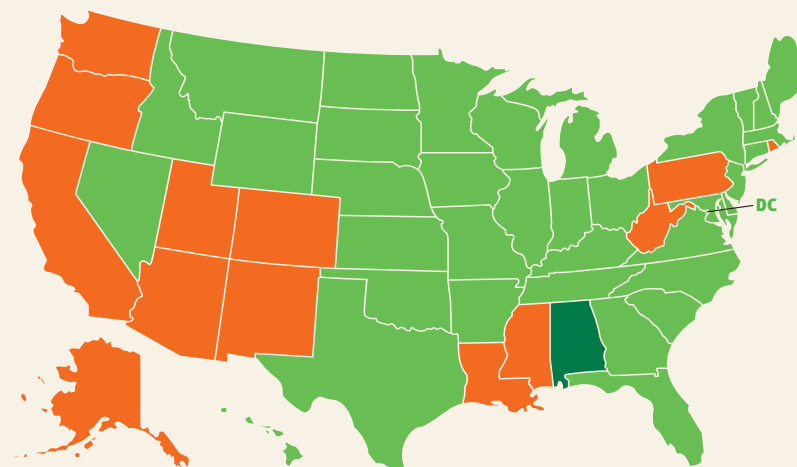
Southwest Regional Leaders

- CLAIMS: **Open**
- UNDERWRITING: **John Alexander**
- RISK MANAGEMENT: **Mallory Earley**
- BUSINESS DEVELOPMENT: **Seth Swanson**

Southeast Regional Leaders

- CLAIMS: **Frank Bishop**
- UNDERWRITING: **Christine Vaz**
- RISK MANAGEMENT: **Ginger Kelley**
- BUSINESS DEVELOPMENT: **Dennis Wilson**

New Business Placements by State and Issuing Company



In the combined ProAssurance and NORCAL organization, we've selected a primary issuing company for each state for the placement of new physician business in the standard market.

Our primary issuing companies are ProAssurance Indemnity Company, Inc., ProAssurance Casualty Company, and NORCAL Insurance Company.

ProAssurance

NORCAL

In Alabama, ProAssurance writes direct and does not take new business submissions from agencies.

Submitting Standard Physician New Business

Route new business submissions to **Standard Underwriting** when:

- Gross primary premium is less than \$2M
- Exposures are in no more than two bordering states in a single Standard Underwriting region

ProAssurance Standard Submissions

Submissions@ProAssurance.com

NORCAL Standard Submissions

submissions@norcal-group.com

Submitting Specialty New Business

Route new business submissions to the appropriate **Specialty Underwriting** team when you encounter:

- Multi-state exposures in three or more states
- Multi-state exposures in two or more Standard Underwriting regions
- Accounts generating \$2M or more of gross primary premium
- Accounts on E&S lines

Email Specialty submissions to:

CustomPhys@ProAssurance.com

Hospitals@ProAssurance.com

MiscMedSubs@ProAssurance.com

SeniorCare@ProAssurance.com

The **Underwriting Rules and Rates** manuals for all active issue companies in all states are available to appointed agents inside the **ProAssurance secure services portal**. Sign in at Secure.ProAssurance.com/Account/Sign-In or create an account at Secure.ProAssurance.com/Account/Create-An-Account.

As a reminder, the most up-to-date contact information and business processes can be found in the ProAssurance Producer Guide. The most recent version can be found at ProAssurance.com/Producer-Guide.

New Risk Management CME Credit Offerings

The 2022 ProAssurance Risk Management offerings combine key aspects of both ProAssurance and NORCAL's top programs. These items are released on a regular basis to address the most timely risk management topics and provide a regularly updated library of CME opportunities.

ProAssurance and NORCAL insureds will continue to access risk management materials as they have in the past (details below). Premium credit also remain as they were prior to the transaction as we update our state filings. We will continue to share updates on our joint programs as they become available.

The current catalogue for your clients includes:

LIVE-STREAMED AND RECORDED WEBINARS

Our Risk Management Consultants—and special physician and attorney guests—live-stream educational webinars offering risk reduction strategies that can mitigate professional liability risk and enhance patient safety. The nationally broadcasted webinars are free and open to all insureds and the public. CME credit is often available, and completion of a webinar (live-streamed or recorded) may qualify for premium credit. Email announcements of upcoming webinars are distributed to insureds three weeks prior to the activity date. Registration is required to attend the live-streamed events. Recordings of the webinars are placed on our online learning platforms so that insureds may view and earn CME credit at their convenience.

CLAIMS RX CME COURSE

Claims Rx features claims-based learning and risk reduction strategies to improve patient safety and decrease the risk of a claim. Typically, each *Claims Rx* provides an opportunity for one hour of CME credit, and may qualify for premium credit. Each month *Claims Rx* is electronically distributed to our insureds. After reading an article, insureds can complete a post-activity assessment through our insured online portals for CME credit.



PREMIUM CREDIT

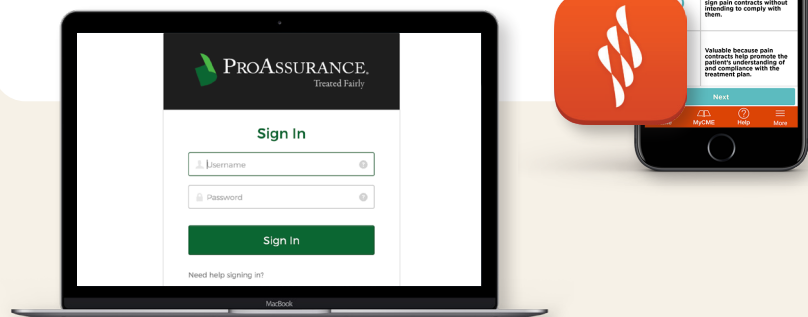
Insureds with a **ProAssurance** policy may qualify for a premium credit by participating in company approved risk management activities up to a maximum percentage. Besides the annual physician Loss Prevention Seminar (LPS) and the online Practice Administrator Seminar (PAS), eligible insureds may earn additional premium credit up to a maximum percentage by completing any of the online CME activities. Each hour of CME credit translates to an equivalent percentage of premium credit. To learn about eligibility and program exceptions, please contact your Underwriter.

Insureds with a **NORCAL Insurance Company** policy may qualify for a five percent premium credit by earning two hours of CME credit. Premium credit is subject to Underwriting approval, and restrictions may apply. To learn about eligibility for this discount, please contact your Underwriter.

ONLINE LEARNING

Insureds with a **ProAssurance** policy may access online learning by logging in to their ProAssurance.com account and clicking on the Seminars drop-down menu to select Physician Online Seminars. A ProAssurance Login is required for access. Insureds can create an account [here](#).

Insureds with a **NORCAL Insurance Company** policy may access online learning through [MyACCOUNT](#) or the [MyNORCAL](#) app available for iOS and Android. A NORCAL Group Login is required for access. Your clients can call Customer Service at 844-466-7225 for activation/Client ID code and assistance with set up.



Risk Management Booster

The 2022 Practice Administrator Online Seminar Is Now Live

The 2022 Loss Prevention Seminar (LPS) for practice administrators, **Risk Management Booster**, is now live on ProAssurance.com. Practice administration professionals and medical office staff may sign in to the secure services portal to take the seminar. Simply select "Seminars" from the main menu, then "Practice Administrator Online Seminar" to access the program.

A postcard has been mailed to insureds eligible for potential premium credit to announce this year's program is now available. Email AskMarketing@ProAssurance.com if you would like to order copies of any of the promotional materials. Please specify the amount you would like and an appropriate mailing address in your message.

About the seminar

The practice of medicine has transformed dramatically over the past two years resulting in many changes, including how physician practices deliver services. This program is a timely refresher of practice management basics and focuses on privacy obligations under the Health Insurance Portability and Accountability Act (HIPAA), workplace violence, and quality improvement measures. As physician practices continue to adjust, it may be time to re-evaluate and update standardized risk management practices designed to improve patient safety and decrease the likelihood of future medical professional liabilities.

Potential premium credit

The LPS program is only available to insureds with a policy on ProAssurance paper. We will continue to share details about our joint risk management and premium credit opportunities as they become available.

ProAssurance physicians may be eligible for up to two percent premium credit if their practice administrator takes the full two-hour PAS program. Where eligible, the majority of the practice's physicians must also complete the physician LPS seminar, *Back to Basics*, for this credit to apply.

We encourage you to contact your ProAssurance Business Development or Underwriting representative to see if your client qualifies for this two percent premium credit under our comprehensive system of discounts for loss prevention seminars.

Premium credits are subject to approval by the applicable state insurance department and are applied at renewal of your practice's medical professional liability insurance policy.

Details about each program are also available at

ProAssurance.com/BacktoBasics and ProAssurance.com/RiskManagementBooster

What's the Risk? Video Series Returns

The latest installment covers workarounds, featuring Senior Risk Management Consultant Wendy Alderman



Two Minutes: What's the Risk? videos, hosted on the [Risk Management YouTube channel](#), present healthcare industry professionals discussing common medical risk issues. The short video format makes it easy for busy healthcare professionals to learn the basics of timely risk management topics and share the content with their team. The newest video, *Workarounds*, was launched this month.

Often, physicians and staff must accomplish a patient task but cannot use the ideal method because the current work process has a flaw. Workarounds, or deviations from the standard process, are informal temporary workflows to accomplish a task that is perceived as dysfunctional. These alternative care deliveries may appear to function adequately, until an adverse event occurs or a patient experiences a near-miss. In this video, Wendy Alderman, Senior Risk Management Consultant, discusses risks when workarounds are utilized in the delivery of healthcare.

[Watch Workarounds](#), the latest video from our Risk Management team.

ProAssurance Welcomes Christine Vaz and Seth Swanson



We are pleased to announce that Christine Vaz, CPCU, ARE, RPLU+, has joined ProAssurance as Assistant Vice President of Underwriting for the Southeast Region, effective May 23, 2022.

Christine comes to us with more than a decade of experience in the MPL space on both the company and broker sides. She spent the past 12 years at Coverys, most recently as the Director of Underwriting, where she was responsible for the day-to-day functions of the Underwriting Management team and ensured underwriting profitability of the traditional book of business. Prior to Coverys, Christine worked in client services at USI New England and in the commercial lines of underwriting and finance at Arbella Insurance. She earned her bachelor's degree in Healthcare Administration from Southern New Hampshire University, with a focus on Patient Safety and Quality.

Christine's unique skills and experience will make her a vital member of the ProAssurance team. You can reach her directly at 205-776-3096 and ChristineVaz@ProAssurance.com.



We are pleased to announce that Seth Swanson has joined ProAssurance as the Director of Business Development for the HCPL line of business in the Southwest Region, effective April 11, 2022.

Seth has worked throughout the Southeast and Southwest, from Florida to Colorado, and has 20 years of insurance experience working in the healthcare, senior living, and professional liability sectors. Most recently, he was the Commercial Director of Business Development for Orchid Underwriters. Prior to that, Seth worked with the McGriff Senior Living/Healthcare team and the Louisiana Malpractice Insurance Trust. He earned his Bachelor of Business Administration from Auburn University.

With his enthusiasm and considerable experience in MPL business development, marketing, and underwriting, Seth will be a valued member of the ProAssurance team. You can reach him directly at 205-802-4769 and SethSwanson@ProAssurance.com.

Please join us in welcoming Christine and Seth to ProAssurance and wishing them success in their new roles.

KEEPING OUR VALUED CUSTOMERS 2022 Retention Campaign Update

As you may recall from our [February 2022 issue](#), ProAssurance conducts an annual retention campaign thanking our insureds and offering them a complimentary resource, usually a book. Involving a series of direct mails, we've seen great success in the past with reply rates up to 25%. Last year's campaign was largely successful, with an overall response rate of approximately 23%.

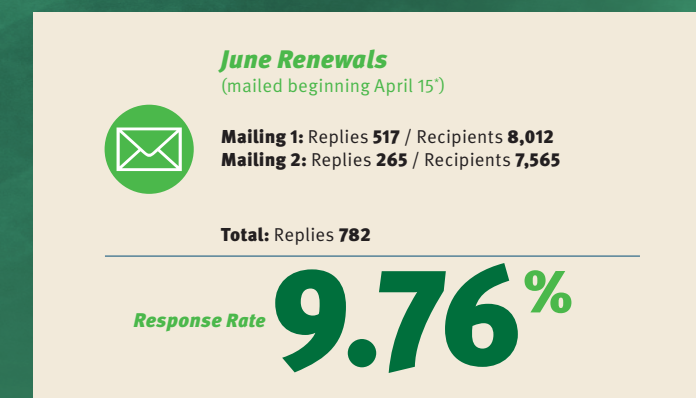
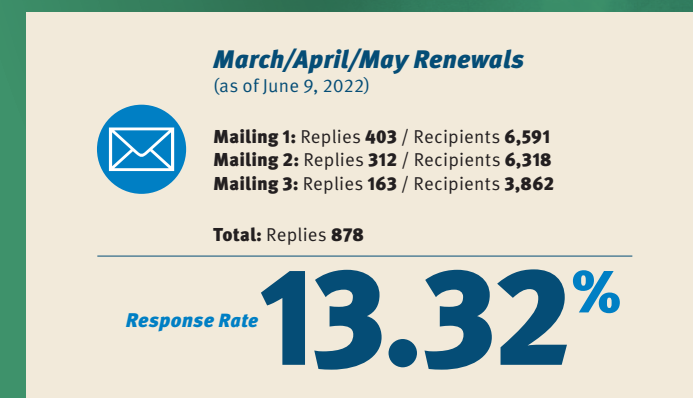
This year's retention campaign features a book by Dr. Danielle Ofri called *When We Do Harm: A Doctor Confronts Medical Error*. Published amid the first COVID surge, *When We Do Harm* addresses the issues of medical error and patient safety. She discusses what patients can do to protect themselves and how to ensure that hospitals and doctors are not committing preventable errors.

2022 Campaign Results

In 2021, we adapted the retention campaign to welcome NORCAL Insurance Company policyholders to ProAssurance. The response rate from NORCAL insureds was better than expected at 17.5%, which we viewed as excellent given our audience's limited familiarity, at the time, with ProAssurance.

This year, however, the NORCAL insureds' response rate is lagging—at about a third of the rate of ProAssurance insureds—and has lowered the total response rate to about 13% in the first quarter of 2022.

We understand there is still work to do to develop that relationship and will continue to actively monitor results at each stage of the mailings and adjust the campaign to optimize success. The key is to watch these metrics over time to ensure we are seeing consistent growth.



Data as of June 9, 2022. Additional replies expected.

For more information on how the campaign works, see our [February 2022 issue](#). If you'd like to read the complimentary book, email AskMarketing@ProAssurance.com letting us know your mailing address.

We appreciate everything you do to place and retain business with ProAssurance. If you have any questions about the retention mailings, feel free to email AskMarketing@ProAssurance.com.

THE Comments Section

THIS MONTH'S TOPIC:

California's Long-Standing MICRA Law Is About to Change

Healthcare and consumer advocates worked with California legislative leaders to reach an agreement to modify California's Medical Injury Compensation Reform Act (MICRA), resulting in the amendment and reintroduction of Assembly Bill 35 (AB 35) on April 27, 2022. Along with changes to the contingency fee arrangements for plaintiffs' attorneys, the most significant change in the bill is an increase in the current cap on non-economic damages, which has been set at \$250,000 since MICRA's enactment. Provisions affecting healthcare institutions and additional evidentiary protections have also been included in the bill.

Existing law places limitations on the contingency fee an attorney can contract for or collect. The current system ties the limits to the amount recovered. An attorney can collect 40 percent of the first \$50,000 recovered, 33 percent of the next \$50,000, 25 percent of the next \$500,000, and 15 percent of anything that exceeds \$600,000. This legislation instead ties tiered fee limits to the stage of the representation at which the amount is recovered.

AB 35 was signed into law by Governor Gavin Newsom May 23, 2022, putting these changes into effect. The measure was co-sponsored by Assembly Majority Leader Eloise Gómez Reyes and State Senator Tom Umberg and co-sponsored by the Consumer Attorneys of California and Californians Allied for Patient Protection.

[This article](#), while published prior to the bill being signed, provides an easy overview of the content of the bill. Find commentary from the Governor's office regarding the signing of the bill [here](#).

[View the full article.](#)

Source: JD Supra, LLC

"The state of California has been very fortunate to have a tort reform act called the Medical Injury Compensation Reform Act (MICRA) since 1975 whose sole purpose was to protect and safeguard the practice of medicine by capping non-economic damages. The new law was signed by Governor Newsom on May 23, 2022, to be effective on January 1, 2023, and continues these same protections; but change was needed due to inflation/the cost of defending medicine. No one knows what the overall impact is going to be as it will be several years before we can truly analyze its impact; but one thing is for sure—I'd rather have MICRA in place than not have it in place. It protects all facets of the practice of medicine (e.g., healthcare delivery; product availability and mitigated claims costs, to name a few)."



Shawn Newman
Senior Standard Underwriter

"Having worked in two states when their caps were radically changed or eliminated (FL and VA), I think the CA MICRA changes are far more reasonable and have preserved the protections offered by having a cap. While this will certainly have some economic impact on our industry and company, it is not nearly as severe and risky as losing the cap would have been. The planning for future limit increases also seems well considered. In the midst of these changes, I was glad to see additional protections associated with 'apologies,' as this can be such a valuable part of the healing process for patients and healthcare providers when an untoward event or unanticipated outcome occurs."



Ginger Kelley
Risk Management Manager, Southeast Region

"Prior to this passing, polling showed the population was split on overturning MICRA. Although the capped damages will increase, this is by far a better outcome for the medical community than allowing MICRA to be overturned and losing the cap. While this will increase indemnity costs, ensuring that MICRA remained in place will still provide the protection needed to ensure reasonable settlements and judgments."



Melissa Arnold
Senior Claims Specialist

"With the successful passage of legislation of AB 35, MICRA's key features of protecting accessibility and affordability to basic healthcare for all Californians is maintained and further strengthens our mission: We protect others. CA healthcare providers can look forward to a new era of long-term stability and an end to the continuous battle to eliminate MICRA."



Renu Daryanani
Senior Standard Underwriter

"We anticipate a significant increase in claims frequency in early 2023, as cases may not be reported until the law takes effect on January 1, 2023. The impact on severity will take longer to assess due to the average 3+ years it takes to close out cases. Having said that, with three possible caps on each case and the fact that it is the cap in effect at time of settlement/adjudication, not report date, severity too will increase as a result of the new law."



Andrea Linder
Assistant Vice President, Business Development, West Region

"MICRA of 1975 has supported cost containment and accessibility of health care in California. From a MPL carrier perspective, MICRA has provided some predictability regarding claims costs and, ultimately, premium rates. As the 2020 revisions include defined changes over 10 years, we will be able to forecast our future costs. The good news is we do not plan any immediate filing increases in California rates resulting from changes in the statute. We will continue to provide exceptional service and medical professional liability coverage to our insureds."



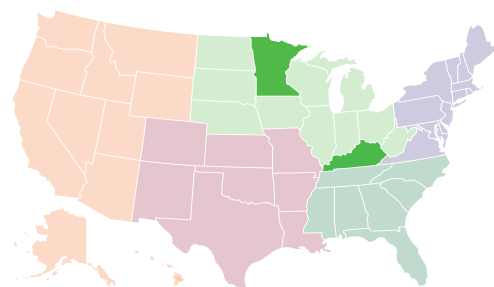
Lucy Sam
Vice President, Underwriting, West Region

About The Comments Section

The Comments Section is a recurring feature that focuses on an industry article in line with the monthly theme. ProAssurance thought leaders offer insights on the article and how the topic relates to our industry.

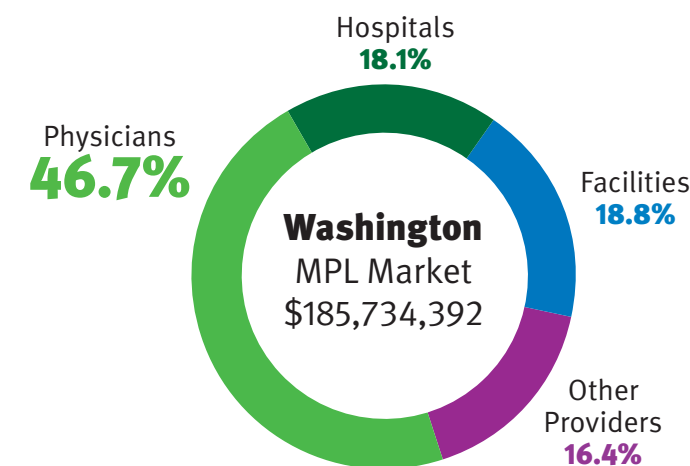
MPL State News

The last hard market ended after claim frequency fell sharply in 2004/05. While MPL claim frequency remained flat, claim severity has been steadily ticking up, which compounds over time. In recent years, large jury verdicts have widely been seen as the primary driver of increasing claim severity. Below are examples of recent verdicts which help to illustrate current claim severity trends, plus other important state updates.



MPL State Profile Washington

- 17** 2020 Rank in MPL Market
- 17** 2020 ProAssurance Rank
- 24** 2020 NORCAL Rank
- 11** 2021 ProAssurance Post-Merger Rank



NATIONAL

New Hospital Safety Grades from The Leapfrog Group Highlight Pandemic-Era Declines in Patient Experience—The spring 2022 Leapfrog Hospital Safety Grade assigns a letter grade to nearly 3,000 U.S. general hospitals based on over 30 measures of patient safety. These include five measures of patient experience that research has shown have a direct tie to patient safety outcomes.

Across all states, highlights of findings from the spring 2022 Leapfrog Hospital Safety Grade include:

- Thirty-three percent of hospitals received an “A,” 24% received a “B,” 36% received a “C,” 7% received a “D,” and less than 1% received an “F.”
- Five states with the highest percentages of “A” hospitals are North Carolina, Virginia, Utah, Colorado, and Michigan.
- There were no “A” hospitals in Wyoming, West Virginia, the District of Columbia, or North Dakota. (The Leapfrog Group)

MINNESOTA

Minnesota Jury Awards \$111 Million to College Student in Medical Liability Suit—A federal jury in Minneapolis has awarded a college student more than \$111 million in damages—possibly the largest award of its kind in Minnesota history—after finding that negligent care of his injured leg after surgery led to extreme pain and permanent disability.

After the weeklong trial, the jurors came back with their verdict against the defendants. Specifically, the patient is to receive \$100 million for future “pain, disability, disfigurement, embarrassment and emotional distress,” \$10 million for the same suffering in the past, and more than \$1 million for past and future medical expenses. (StarTribune)

KENTUCKY

Recent Rate Change Effective 8/1/2022—In keeping with our commitment to apprise you of developments within your market, we would like to share with you our recently updated rate strategy. We are committed to responsible pricing that reflects the current risk environment. Upon recent review of our rate plan and rating factors, it was determined that the following changes would be necessary for NORCAL insureds:

- Overall 3.0% rate increase
- Updated Part-time Practice Discount: A qualified physician, surgeon, dentist, or podiatrist whose practice hours average 20 hours or less per week is eligible for a discount, the amount of which is determined by their Class Code
- Updated New to Practice Discount for qualified healthcare providers: First 12 months at 50% and 12-24 months at 25%
- Updated base rates for Territory 2
- Removed Group Size Discount
- Removed charge for shared limit entity

These changes and others, which have been filed and approved, go into effect August 1, 2022, and are applicable to new and renewal accounts. We will notify our affected policyholders of the changes. If you have any questions, please feel free to contact your Business Development or Underwriting representative.

NATIONAL

Monkeypox Outbreak Continues—Scientists at the Centers for Disease Control and Prevention (CDC) are tracking multiple cases of monkeypox that have been reported in several countries that don’t normally report monkeypox.

CDC is urging healthcare providers in the U.S. to be alert for patients who have rash illnesses consistent with monkeypox, regardless of whether they have travel or specific risk factors for monkeypox and regardless of gender or sexual orientation.

CDC is working with state and local health officials to identify people who may have been in contact with individuals who have tested positive for monkeypox, so they can monitor their health. (CDC)

Pending Legislation

SB 5062 – First Chamber; failed in 2021 for third year in a row

The Washington Privacy Act would expand consumer protections by providing consumers the right to access, correct, and delete personal data, as well as the rights to obtain data in a portable format and to opt out of the collection and use of personal data for certain purposes; imposes affirmative obligations upon companies (including those subject to HIPAA) to safeguard personal data, and provide clear, understandable, and transparent information to consumers about how their personal data is used; address processing of personal data for public health emergencies, including contact tracing; strengthen compliance and accountability by requiring data protection assessments in the collection and use of personal data; exclusively empowers the state attorney general to obtain and evaluate a company’s data protection assessments, to conduct investigations, while preserving consumers’ rights under the Consumer Protection Act to impose penalties where violations occur, and to prevent against future violations; encourage the Office of Privacy and Data Protection to monitor (1) the development of universal privacy controls that communicate a consumer’s affirmative, freely given, and unambiguous choice to opt out of the processing of their personal data, and (2) the effectiveness of allowing a consumer to designate a third party to exercise a consumer right on their behalf as authorized in other privacy laws.

Department of Insurance Reporting

The Office of the Insurance Commissioner provides statistical claims data for the state of Washington. Reports are produced annually and can be found by using [this search form](#).

This was produced with 2020 data, and we will begin updating all profiles as the 2021 data becomes available. The new set will be featured in the July 50/50 issue.

Prejudgment Interest

- **Tort actions rate:** 12% maximum or four percentage points above the equivalent coupon issue yield
- **Accrual date:** The date the claim becomes liquidated

If damages are liquidated, prejudgment interest is allowed at contract rate or, if none, an amount that does not exceed the higher of 12% per annum or 4 percentage points above the equivalent coupon issue yield.

For tortious conduct by individuals or entities other than a “public agency,” 2% above the prime rate. Generally, absent its consent, the State is not liable for prejudgment interest.

Post Judgment Contract and Tort Actions Rate: The contract rate or, if none, an amount that does not exceed the higher of 12% per annum or 4 percentage points above the equivalent coupon issue yield

Accrual date: Date of entry

Tort Laws

- **Limits on damages for pain and suffering:** None. Previous cap on non-economic damages ruled UNCONSTITUTIONAL (1989)
- **Limits on contingent attorney fees:** Court determines reasonableness
 - §7.70.070 (1976)
- **Reform of collateral source rule:** evidentiary
 - §7.70.080 (2006)
- **Periodic payment of future damages:** mandatory at or over \$100,000 at request of either party
 - §4.56.260 (1986)
- **Statute of limitations:** 3 years; 1 year from discovery; 8 year maximum; 1 year foreign object exception
 - §4.16.350 (1987)

Ties that Bind

Monthly Insights for Selling to Healthcare Professionals

Your Prospects for Success Never Looked Better

Every agent knows that *prospecting* is essential to keep the sales pipeline full. Yet the activity is often approached with the same enthusiasm associated with a root canal or tax audit.

Prospecting can seem like a path to rejection more than success. If your only motivation for prospecting is to find buyers, you're going to experience rejection. Doctors and other HCPs avoid changing products and services that seem to be working. They tend to value the predictability of the *status quo* over any potential benefits of change.

Suppose you're able to look at prospecting as a way to provide value to the prospect regardless of the outcome of the sales process. Your chances of success are higher even if you don't close the sale right away. This way, prospecting feels more like giving and less like selling.

What's the best way to deliver value when you're prospecting?

Your prospects and clients hold the world's information in the palm of their hands. If your prospecting approach allows a busy HCP to believe they'll benefit as much from an internet search as talking to you, they'll decline a meeting. But when they realize you can provide information or a perspective they can't get anywhere else and understand how they'll benefit, they'll be ready to talk.

Prospecting is a planned activity

The most common prospecting strategy is, "I have a few minutes ... I guess I'll make a few phone calls or send some emails."

Prospecting needs to be a planned activity. One reason is to make sure it gets done consistently. But planning also allows you to *personalize* your contact strategy. HCPs are more likely to give you attention when it feels like you're talking only to them instead of just reciting a scripted, generic proposition.

Planning involves research. Familiarize yourself with readily available information about the targeted prospect and associated facility, medical practice,

or other healthcare business. HCPs focus on details, so they'll know when you've done your homework.

Here are some ways to make prospecting more predictable and less stressful:

- **Make prospecting about the prospect.** Minimize using the words *we, us, I, and my*. Instead, emphasize the words *you and your*. Include the name of the practice or facility in the conversation and refer to the prospect's specialty to increase relevance. *Stay focused on what's in it for them.*
- **Don't expect to succeed on the first contact attempt.** Prospecting is a process, not an event. HCPs seldom commit to anything during the initial contact. Repeated encounters build brand awareness, identify needs, and expand value.
- **Don't expect a call back if you leave a voicemail or message.** HCPs are unlikely to return your call if they're not already a client. That's okay! Over time, they'll recognize your name, become curious, and take your call.
- **Track your prospecting activities in a CRM.** Record the date of each encounter and plan a date for follow-up. Summarize the conversation and save emails for review before the next meeting. Knowing what you discussed previously helps to reestablish momentum to keep the process moving forward.
- **Aim for incremental wins that lead to the sale.** Prospecting feels less threatening and avoids disappointment when you have an achievable goal every time. If you don't close the deal or get the appointment, what's the next best thing?

As an agent representing ProAssurance, a recognized leader in the industry, your prospects for success never looked better. Prospect proudly!

Written by **Mace Horoff** of Medical Sales Performance

Mace Horoff is a representative of [Sales Pilot](#). He helps sales teams and individual representatives who sell medical devices, pharmaceuticals, biotechnology, healthcare services, and other healthcare-related products to sell more and earn more by employing a specialized healthcare system.

Have a topic you'd like to see covered? Email your suggestions to AskMarketing@ProAssurance.com.



“Prospecting feels less threatening and avoids disappointment when you have an achievable goal every time.”

JULY 7-17

2022 WORLD GAMES

Birmingham, Alabama

Proudly sponsored by ProAssurance

ProAssurance is a proud sponsor of The World Games 2022, an 11-day international multi-sport event organized with support from the International Olympic Committee.

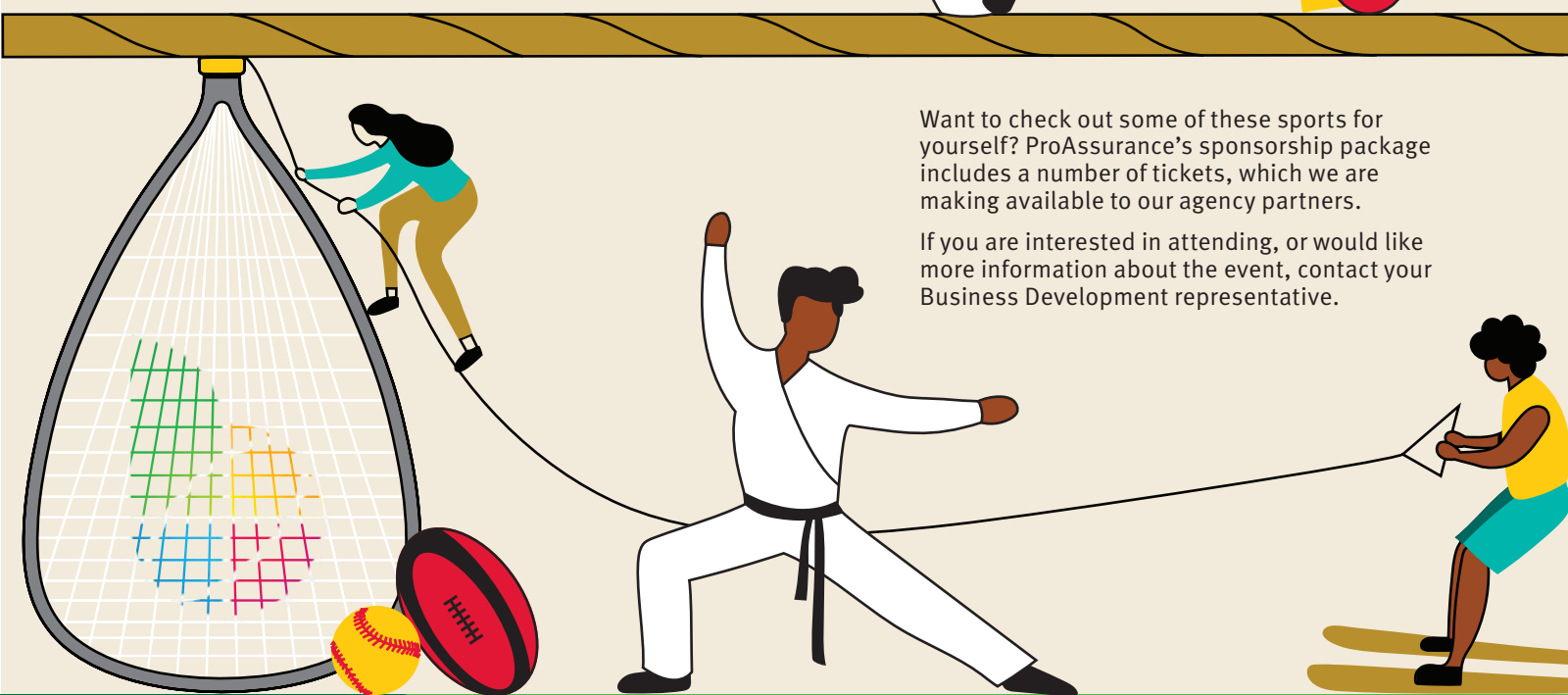
Events at The World Games include:

- **Korfball:** a mixed gendered cross between basketball and ultimate Frisbee
- **Canopy Piloting:** skydivers try for a long fancy landing on a swooping pond
- **Canoe Polo:** water polo, but you sit on a kayak and the goals are up high
- **Wushu:** like fast Tai Chi with a sword or spear
- **Fistball:** volleyball, but you can only use a closed fist and there's only one bounce allowed between contacts
- **Parkour:** a race through an obstacle field using jumps, crawls, rolls, swings, or whatever movements are needed
- **Lyonnaise:** cornhole on the beach with metal balls instead of bean bags
- **Tug of War:** just like you remember it from elementary school field day, but with adults
- **Drone Racing:** will happen in stadium at night with LED lights on the drones and all the obstacles
- **Flying Disc:** Ultimate Frisbee with a different name, because Ultimate Frisbee is trademarked
- **Apnoea:** mermaiding
- And more



Want to check out some of these sports for yourself? ProAssurance's sponsorship package includes a number of tickets, which we are making available to our agency partners.

If you are interested in attending, or would like more information about the event, contact your Business Development representative.



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To subscribe or see previous issues, visit ProAssurance.com/ProVisions.

We hope to see you at ASHRM in Boston!

September 11-14, 2022
Hynes Convention Center
Boston, Massachusetts



Stop by booth 411 to meet the team!

We'll have a photo op setup for you and your pals, fun giveaways, and our famous ASHRM event socks.

We will also have a private meeting room just outside of the exhibit hall September 12-14 for in-depth conversation.

Don't miss the ProAssurance Party

Join us at 6:30 p.m. Monday, September 12 at **Howl at the Moon** in Boston for appetizers, drinks, and live music (piano bar style!).

For a complimentary Lyft code credit* and to RSVP, visit ProAssurance.com/ASHRMParty.

*Date and time restrictions apply