



## Retail Agents' Competitive Edge on Selling Assurance4You Policies to Behavioral & Allied Health Professionals

### *Tips For Working the Prospect to “GET TO YES”*

- » Most comprehensive liability policies on the market, and at substantially lowest price, with lifetime coverage.
- » A.M. Best Rated “Excellent” A-, Over 45 years of experience, Reinsured by #1 Worldwide Swiss RE A.M. Best Rated A+ “Superior.”
- » No deductibles anywhere, anytime....first dollar coverage!
- » Fast and easy to sell to 76 Behavioral and Allied Health occupations (individual, small groups, and large organizations).
- » We inexpensively customize coverage for policies to fit your additional needs; even home-care, concierge or out-of-the-office coverage.
- » Policies are comprehensive, and cover all liabilities in the 76 classes that competitors deny...

#### *Examples include:*

- Standard coverage for Professional Liability Insurance claims arising from electronic data breach and divorce litigation cases.
- General Liability covers infinite incident frequency both in/out of office incidents standardly, unlike competitors, and we have no GL sublimit on fire. GL covers you no matter how many offices you have; regardless of office or business size. All states your offices are in are covered regardless of the number of people in the offices or people therein)
- Cyber coverage protects you from all major perils.

- » Generous claims adjudication by A.J. Gallagher a \$6 Billion annual revenue S&P 500 business, with expert legal defense of over 350 lawyers trained in Behavioral & Allied Health in all 50 states, and a helpline to call to answer questions
- » Flexibility and ease in coverage: add endorsements for specific risks, more coverage, and additional insureds
- » Policies are simple and “easy-to-read”, minimal underwriting, and a rapid buying and binding process ... **same day**
- » Peace of mind, with an “à la carte choice” and flexibility with Professional, General and Cyber policies ... **you pick and choose.** The customer renews these “sticky products” routinely.

# Steps to Qualify and Size a Prospect

## Identify Coverage Goals:

### Professional Liability Insurance (PLI)

- » Required by most states for a license to practice for certain Behavioral and Allied Health occupations.
- » Many perils covered. This is an occurrence policy with lifetime coverage. Pays for legal defense costs and keeping the insured out of bankruptcy arising from massive claims these are the driving reasons to buy PLI in most cases.
- » Determines characteristics of the business practice: (ie: additional insureds, desired additional perils to cover, and policy limits) and utilize the listed endorsements.
- » Determine count of workers, their respective occupations, and work status.
- » Input case data, and a premium quote will immediately be calculated.
- » Remind the prospect that the Assurance4You PLI has no deductibles.

### General Liability (GL)

- » Required by landlords; prospect should buy if he/she owns or rents an office, conducts offsite work, or works with home care.
- » If 1 or 2 workers owe in the case, quote based on Social Worker, or Psychologist, or any of the other Allied Health occupations listed.
- » If 3 or more workers are in the case, ask what the annual revenue of the business is. Simply quote the annual premium based on the annual revenue of the business. Disregard headcount, number of offices, office locations. Multiple offices, occupations, and headcounts, across any and all states do not impact premium rate.
- » Remind the prospect that the Assurance4You GL has no deductible. Also say that fire peril per incident is covered up to the maximum policy 1 million sublimit and is not limited to only one incident per policy year as do all other competitors' GL policies.

### Cyber Liability (CL)

Healthcare workers are responsible for protecting client records. 45 CFR Part 160 HIPAA HITECH law holds the worker liable for third-party breaches, such as a mover of your records, a storage facility, or a network digital storage provider that loses or allows a records breach. Fines start at \$100 to \$25,000 and up to \$1.5 million for willful neglect with 1 to 10 year prison terms.

- » Determine how many individuals in the case need coverage. This is an individual claims-made policy with no tail.
- » There is an Endorsement that includes coverage for 2 office workers with the primary insured.
- » Six Cyber plans are available with aggregate limits up to \$25,000.
- » The purpose of this Cyber coverage is to provide coverage for the mandatory reparations required by law: 1 year identity theft subscription, written notice mailed to each client of a breach, security audit cost, fines & penalties, legal defense, and client damages costs.
- » While our plans offer \$5,000/\$5,000 minimum limits for the price conscious buyer who is comfortable with sustaining the risk, we recommend the \$15,000/\$15,000 Cyber plan at minimum.