



notes

FROM THE CHAIR OF THE BOARD

PROFESSIONALS ADVOCATE® Insurance Company

December 2021

In This Issue

Mutual Advantage Plan 2022 Allocation

Insureds will receive a 10% allocation to their MAP accounts upon 2022 renewal.

Transition Coming in Executive Leadership

Cheryl Matricciani, Esq., CPA, will be President & CEO Elect of ProAd.

Are You Getting Our Quarterly eNewsletter?

We watch industry trends and provide content that looks out for your practice.

e-dataRESPONSE+ Coverage Is Critical

Cyber attacks have affected millions of records. Ask how to increase coverage.

RM Education Features In-Person Events in 2022

Some courses will return to an in-person event; others will be via live webinar.

Use Our Online Payment System

Due to USPS delays, consider online bill pay.

Evaluate Your Practice's Cyber Security

Take our online 40-question survey.

Dear ProAd Insured,

Our profession requires the finest attention to detail. Quality health care and patient engagement are in sharp focus for us every day. As such, Professionals Advocate, your professional liability insurance company, is keenly focused on serving you. Created by a Doctor-owned company, our unique ability to successfully advocate for and defend Doctors is in our pedigree.

In addition to our professional liability expertise, ProAd Doctors also benefit from our popular financial reward program. The Professionals Advocate Board of Directors has announced that a 10% allocation will be made to each eligible participant's *Mutual Advantage Plan* account.

As we come to the end of the year, we arrive at the beginning of transition. Not just on the calendar but also in executive leadership. Effective January 1, 2022, our Chief Operating Officer and Executive Vice President, Cheryl F. Matricciani, Esq., CPA, will take on the role of President & CEO Elect. Our President & CEO Jeffrey M. Poole will be retiring in January 2023 after 32 years of service with the Company. Thank you for your confidence as we prepare to execute a changing of the guard.

Another transition I want to emphasize is one of greater cyber security awareness. Across the broader health care industry, cyberattacks are becoming more prevalent and sophisticated. Therefore, we must fortify the IT facets of our practices like we have never before. Fortunately, ProAd is attuned to ancillary exposures such as cyber liability and stands prepared to defend you in the event of a security breach. You already have some "first aid" cyber liability protection in MedGuard, included in your professional liability policy with Professionals Advocate. However, we also offer separate, more robust cyber protection with *e-dataRESPONSE+*.

Finally, in 2022, we look forward to coming together a bit more again. The 2022 Risk Management Education Program will host some courses in-person (with physical distancing and hygiene protocols in place) while others will be offered via live webinar as in 2021. I think it's the best of both worlds and a reflection of ProAd's commitment to listening to and to serving our Doctors.

Sincerely,

George S. Malouf, Jr., M.D., FACS
Chair of the Board

Evaluate Your Practice's Cyber Security

Designed by our security and risk management experts, our online 40-question survey will help you assess the status of your electronic security and PII protection planning. After each question, you will receive a response indicating whether your answer was correct or incorrect. To take the security risk assessment, visit **proad.com** and navigate to the Risk Management section.



e-dataRESPONSE+ Is the Cyber Security Coverage You Need to Protect Your Practice

Hackers are becoming increasingly savvy in how they gain access to the extensive amount of personal data contained in patient records. In fact, according to a recent article in *Chief Healthcare Executive*, from January 1 to July 31, 2021, there were 2,084 ransomware complaints. This is a 62% increase over the same time period a year earlier and more than \$16.8 million in losses, a 20% increase from the previous year.¹

Although the e-dataRESPONSE component of MedGuard coverage (included at no additional charge with all ProAd medical professional liability policies) provides coverage for a variety of regulatory and legal obligations related to the breach of electronic or paper records, e-dataRESPONSE+ is a standalone product² that offers substantial protection in the event of a malicious cyber event. It's affordable, comprehensive and has three different limits available, up to \$1,000,000. e-dataRESPONSE+ covers loss of money or securities resulting from financial fraud, breach response expenses, privacy and security liability, reputational harm, and more. Visit **proad.com** for more details about how to protect your practice in this era of super hackers.

Avoid USPS Delays: Utilize Our Online Payment System

The U.S. Postal Service has implemented new service standards that will result in longer first-class mail delivery times and cuts to post office hours. Insureds are therefore encouraged to utilize our online payment system or enroll in our automatic payment plan. For more information about our online billing services, visit **proad.com** or call 410-785-0050 or 800-492-0193. While taking advantage of this convenient online service, we recommend that you make it your practice to refer often to our web site for resources and relevant news alerts.

A Return to Live, In-Person Education in 2022

In 2022, some risk management education courses will return to an in-person event (physical distancing and hygiene protocols will be in place) while others will be offered via live webinar as in 2021. From the topics covered to the learning formats available, Professionals Advocate is attuned to the needs of our Doctors. The 2022 education schedule will be announced in February.

¹ <https://www.chiefhealthcareexecutive.com/view/recent-healthcare-data-breaches-as-of-september-6-2021>

² Note: e-dataRESPONSE+ is not available to Insureds in Washington, D.C.

Additional Mutual Advantage Plan Allocation for 2022 Announced

The Professionals Advocate Board of Directors is pleased to announce an additional *Mutual Advantage Plan* allocation for 2022 of 10% of each eligible Participant's base premium (including part-time, suspension and government credits) per the Participant's underwriting characteristics. Participants must complete their 2022 renewal in order to receive this allocation. This allocation is in continued recognition of the commitment of our Policyholders to the long-term success and stability of the Company and to the practice of quality medicine. *The Mutual Advantage Plan*, one of our most popular Policyholder benefits, was introduced in 2016 for Doctors of ProAd and MEDICAL MUTUAL (ProAd's parent company). To date, millions of dollars have been distributed to hundreds of Doctors who have experienced a qualifying event (qualified retirement, disability or death). For additional information on the *Mutual Advantage Plan*, visit proad.com



Additional Peace of Mind for Doctors

We find that many Doctors are not aware that they have MedGuard coverage as a Professionals Advocate Insured. MedGuard helps defend against a wide variety of administrative and judicial disciplinary proceedings. Insureds also are covered in the event of a cyber breach, RAC audit, OSHA investigation, and more. MedGuard coverage applies to Physician Insureds as well as CRNMs, CRNAs, NPs, PA-Cs and Surgeon's assistants with individual ProAd professional liability insurance policies.

Phone a Friend in Risk Management

Although we offer many resources at professionalsadvocate.com/resources, we understand that sometimes it's just easier to talk to someone. Insureds can call 410-785-0050 or 1-800-492-0193 to speak to a qualified risk management specialist anytime 8 a.m.-4:30 p.m. Monday-Friday. No matter your specialty, if you have a practice-related question or concern, we're ready to listen and offer guidance to help you identify and reduce your liability risk exposure. Please note, however, that any advice given from Professionals Advocate should not be construed as legal advice.



Resources for Your Practice eNewsletter Provides Helpful Information

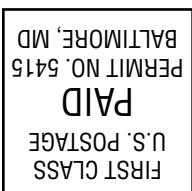
Professionals Advocate sends Insureds a free, quarterly eNewsletter, *Resources for Your Practice*. Article topics run the gamut, from cybersecurity and telehealth to news and updates about our risk management education and coverage options. We've also included printable forms and small posters / signage for use at your practice. At ProAd, we keep our finger on the pulse of the industry and provide content that looks out for your practice operations and well-being, with the goal of helping you avoid allegations of malpractice. If you haven't seen the latest edition of *Resources for Your Practice*, check your inbox or spam folder or contact the Customer Service Department at 410-785-0050 or 1-800-492-0193 ext. 301 to make sure you are on our mailing list.



PROFESSIONALS ADVOCATE® Insurance Company

December 2021

- **Mutual Advantage Plan 2022 Allocation Is 10%**
- **Cheryl F. Matricciani, Esq., CPA, Named President Elect**
- **Take Our 40-Question Cyber Security Assessment**
- **e-dataRESPONSE+ Is Critical in Age of Super Hackers**
- **Utilize Our Online Payment System to Avoid USPS Delays**
- **RM Education Program Includes In-Person Events in 2022**
- **Remember: You've Got MedGuard**



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