



notes

FROM THE CHAIR OF THE BOARD

PROFESSIONALS ADVOCATE® Insurance Company

December 2016

In This Issue

No Rate Increase for 2017 Renewals

ProAd announces no rate increase for 2017 renewals.

Mutual Advantage Plan Policy Benefit Introduced

Join by January 11, 2017 to ensure you receive the 2017 70% allocation

e-dataRESPONSE+ Delivers Strong Protection

This cyber liability coverage can help you deal with the burden of a security breach.

Is Your PII Data Secure?

Learn where your data protection is weakest with this free, online security risk assessment.

ProAd Receives "Excellent" Rating from A.M. Best

Financial strength and stability earn us another "A-" rating.

Check Out Valuable Resources on ProAd.com

Including a claims portal, podcast library, online bill pay and much more!

Dear ProAd Insured,

For over 25 years, Professionals Advocate has been resolutely dedicated to providing Virginia Doctors with unbeatable claims defense and exceptional, personalized service. With this loyalty to our Doctors in mind, I am happy to announce that Professionals Advocate will not be taking a rate increase for the coming year. We are proud that in a time of change for many insurance providers, we remain financially strong and secure and able to aggressively protect you and your practice.

This has been an exciting year for ProAd with the introduction of an impressive new financial reward program for your benefit. The *Mutual Advantage Plan* (MAP) was created to recognize the commitment of our Policyholders and their dedication to the long-term success and stability of Professionals Advocate, and their continued delivery of quality health care. You will find a brief overview of the *Plan* inside this newsletter. A complete packet of information, including a detailed description of MAP and an Acknowledgment form, was sent to all eligible Policyholders.

I am pleased to report that many ProAd Insureds have already joined the *Mutual Advantage Plan*. The most common question we receive about MAP is simply, "What's the catch?" We understand the impetus behind this question, as MAP may seem too good to be true. But there is no "catch." MAP is **FREE** to join and in no way impacts your premium or the exceptional quality of the gold-standard, aggressive claims defense that ProAd is known for. It will not reduce or change any of the services or resources we provide, including our outstanding customer service, our risk management programs that offer premium discounts and CME credits, and our vast collection of online resources. MAP is just one more benefit of being a ProAd Insured that we provide to our Doctors.

To join MAP, simply complete and return your Acknowledgment form or "opt in" online. We will confirm that you meet the eligibility requirements, then set up a MAP account for you. It's as easy as that. The initial allocation that will be made upon your 2017 policy renewal is 70% of your base premium (including part-time, suspension and government credits) per your underwriting characteristics as of close of business on September 19, 2016.

If you have not already signed and returned your MAP Acknowledgment form or "opted in" online (proad.com/map), I urge you to do so today so that you can take advantage of this valuable reward program and receive the allocation of 70% of your base premium as described above. **Join by January 11, 2017 to ensure you receive the 2017 allocation.**

As 2016 draws to a close, we are proud to look at the many new policy benefits we were able to provide this year, including the *Mutual Advantage Plan*, a new and broader definition of retirement, an eDelivery mail option, and a monthly blog with EMR tips. 2016 certainly has been an exceptional year to be a ProAd Insured. We look forward to continuing our unyielding, industry-leading claims defense and our dedicated service to you in 2017.

Best Wishes,

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

Board Announces No Rate Increase for 2017 Renewals

The Board of Directors of Professionals Advocate is pleased to announce that there will be no rate increase for 2017. This decision is due to a continuing stability in claims frequency and the Company's overall financial strength.

With no rate increase, you will see no change in the amount you are billed for your 2017 renewal policy, as long as you have made no other changes in your coverage or exposure. Such changes could include a claims-made step increase, change to your claims-free discount status, or other policy coverage changes.

If you have questions concerning your policy or this renewal premium, please contact your Insurance Producer or call the Professionals Advocate Customer Service Department at 410-785-0050 or 800-492-0193.

Professionals Advocate Introduces the *Mutual Advantage Plan* Policy Benefit

In September, Professionals Advocate introduced the *Mutual Advantage Plan* (MAP), a financial reward program created to recognize the commitment of our Policyholders and their dedication to the long-term success and stability of Professionals Advocate, and their continued practice of quality health care.

All eligible Participants have been mailed an information packet on the *Mutual Advantage Plan*. More information, including eligibility criteria, a *Plan* overview, distribution requirements and more, is also available on the new, MAP-dedicated section of our web site at proad.com/map

Join by **January 11, 2017** to ensure you receive the initial 2017 allocation of 70% of your base premium.



How does MAP work?

Each eligible Participant will receive a *Mutual Advantage Plan* account. Any new MAP funds will be approved each year by the Board of Directors in the form of a percentage of each Participant's mature, base premium and excess premium, if any (including part-time, suspension and government credits). These funds will go directly to each Participant's MAP account after policy renewal. When a Participant experiences a qualifying event (qualified retirement, disability or death), the Participant or Participant's estate will then be eligible to receive, upon approval by the Board of Directors, a distribution of the account balance.

Who is eligible to participate?

An eligible Participant must be a full- or part-time health care provider named on a policy of professional liability insurance, must be individually rated and underwritten, and must renew his or her policy. Policies in force on September 19, 2016 must renew in 2017, and all new policies issued before December 31, 2016 must renew in 2017 and 2018. All subsequent policies must renew on their first renewal date. For a complete description of eligibility requirements, please see the *Plan* Document or FAQ.

When can I receive my distribution?

A Participant will be eligible for a distribution upon a qualified retirement, disability or death. For example, for a qualified retirement, the Participant must have been insured with Professionals Advocate for at least the preceding five years, be 55 years of age or older, and completely and permanently withdraw from the practice of medicine. For a complete description of all distribution requirements and qualifying events, please see the *Plan* Document or FAQ.

How is MAP funded?

Funding for the *Mutual Advantage Plan* comes from a specific allocation of capital funds designated by the Board of Directors. Additional funding, if any, will be declared on an annual basis by the Board. The *Plan* does not impair the strength or stability of Professionals Advocate.

How do I participate?

You **MUST** sign and return the *Mutual Advantage Plan* Acknowledgment form in order to participate in this exciting program. The printed form can be faxed, scanned and emailed, or mailed, or you may electronically "opt in" online at proad.com/map Join today to take advantage of this valuable policy benefit.



Our Strongest Cyber Liability Coverage

A data breach can expose one file or millions, and it can quickly become an immense financial and time-consuming burden for a Doctor. You can be held responsible for determining the extent of the breach, notifying all affected individuals, responding to regulatory and civil proceedings, and much more.

ProAd's *e-dataRESPONSE+* cyber liability coverage provides all these services and more to help you manage the many legal obligations that can result from a breach. In the event of a claim or lawsuit, *e-dataRESPONSE+* adds the extra protection of comprehensive cyber liability coverage. This essential coverage can provide meaningful financial protection and reimbursement in case of a loss.

For more information on *e-dataRESPONSE+*, contact your Insurance Producer or Professionals Advocate Customer Service, or visit proad.com



Evaluating Your Security Risk Takes Only Minutes

Health care providers are legally required to keep electronic Personally Identifiable Information (PII) secure. The Professionals Advocate Security Risk Assessment Survey can help you identify and correct possible weaknesses in your practice's security and save you thousands of dollars in legal fees due to a security breach.

This 40-question online survey was developed with the aid of cyber liability and security risk experts to help our Doctors maintain the level of cyber security required by HIPAA. After the survey you will receive an overall score, the answers to all questions, and additional information to help you protect your practice.

Millions of secure files are stolen or put at risk in health care offices each year, and the expense of handling a security breach can be crippling – protect your practice before it is too late. Visit proad.com for your free assessment.

ProAd Receives "Excellent" Rating from A.M. Best



The A.M. Best Company has once again awarded Professionals Advocate an "A-" (Excellent) rating. Our consistent exceptional ratings are due to our financial stability, sound financial management, strong Policyholder relationships and our aggressive and effective claims defense. Continually receiving a high rating signifies that Professionals Advocate is financially strong and secure.

A.M. Best is the world's oldest and most authoritative source of insurance company ratings and information. These ratings are the industry's standard measure of insurer financial performance.

Save Time and Save a Tree with eDelivery

Sign up for eDelivery to read, store and search Professionals Advocate communications with ease. Instead of receiving physical paper copies of ProAd publications and documents in the mail, all ProAd communications will be digitally delivered straight to your email inbox. Reducing paper clutter in your office has never been easier!

All emailed publications can be downloaded, saved, searched and read at your convenience from any computer, tablet or smart phone. This easy organization can help improve efficiency when you're looking for ProAd correspondence, and creates an environmentally friendly workspace. Visit proad.com to sign up.



Find Valuable Resources on ProAd.com



Online Bill Pay

Making a policy payment online is quick and easy! Simply log in to our secure site to view your bill, make payments and more.



HIPAA and EMR Resource Centers

Everything you need to know about the medical and legal requirements of HIPAA and converting to EMR.



Podcast Library

We now offer podcasts on our most popular risk management topics so you can stay up-to-date even when you're on the go.



Claims Portal

This online portal lets you report a claim, request a claims history, view progress on your current claim, and much more.



Office Staff Resources

Information designed specifically for office staff to help keep your practice running smoothly and reduce the chances of a claim.



FAQ's

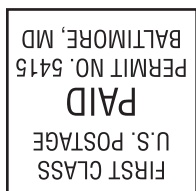
Find answers to common questions about policies, buying insurance, billing, managing risk, and what happens when a claim is filed.



PROFESSIONALS ADVOCATE® Insurance Company

December 2016

- **No Rate Increase for 2017 Renewals**
- **ProAd Introduces the *Mutual Advantage Plan***
- **e-dataRESPONSE+ Offers Strong Cyber Liability Coverage**
- **Evaluating Your Security Risk Takes Only Minutes**
- **Find Valuable Resources on ProAd.com**
- **Save Time and Save a Tree with eDelivery**



PROFESSIONALS ADVOCATE® Insurance Company
Box 8016, 225 International Circle
Hunt Valley, MD 21030

