



W. Stancil Starnes

Your Practice

ProAssurance/PIC WISCONSIN offers preview of rate reductions and coverage enhancements

W. Stancil Starnes, CEO, ProAssurance Corporation

Editor's Note: The Wisconsin Medical Society helped form PIC WISCONSIN in 1986 to ensure the availability of medical professional liability insurance for Wisconsin physicians. Today, the Wisconsin Medical Society continues to endorse PIC WISCONSIN/ProAssurance to provide professional liability insurance coverage with unmatched success in claims defense. For more information, contact Wisconsin Medical Society Insurance & Financial Services, Inc., at 866.442.3810.

‘I’m mad as hell and I’m not going to take it any more.’ The iconic phrase first shouted by the central figure in the hit movie *Network* is being used by more physicians as we ask your colleagues about today’s medical/legal climate.

In a year’s worth of research in Wisconsin and across the country, we’ve heard that the constraints under which you practice are taking a tremendous toll on your enthusiasm for your profession. An exhaustive, physician-focused research project has confirmed that your life as a physician seems more and more out of your control because others hold the purse strings and dictate the rules.

Stan Starnes is the CEO of ProAssurance, the parent company of PIC WISCONSIN. ProAssurance Corporation is the nation’s fifth largest writer of medical professional liability insurance through principal subsidiaries The Medical Assurance Company, Inc., ProNational Insurance Company, NCRIC, Inc., PIC WISCONSIN, and Red Mountain Casualty Insurance Company, Inc.

We can’t fix everything that frustrates you, but I am confident we can help ensure that your interaction with ProAssurance isn’t one of the professional challenges that keep you up at night. We have always worked to ensure that your voice is heard and after a year’s worth of listening, we know now that more must be done. I am pledging to you that more will be done.

For starters, we will soon file to reduce rates for Wisconsin physicians. The exact amount and timing of this filing are still being finalized. This new rate structure will go hand-in-hand with new discounts that will be part of an expanded and improved Wisconsin Medical Society (Society) Member Benefit Program. These additional discounts could boost your total program-related premium reduction to 12.5%. Society members already receive a 7.5% discount, and may now earn another 2.5% discount for attendance at an approved risk management seminar. Another 2.5% discount will be available for practices *installing and effectively using an approved* electronic medical record system. Loss-Free credits are also being enhanced, and our coverage for physicians serving as medical directors for facilities such as nursing homes is being expanded at no additional charge.

We will also be adding, at no additional charge, new coverages:

- Separate limits of liability for contractual liability for insured practices
- Governmental Investigation Defense Costs

- Network Security Liability, and data recovery costs

These enhancements to the Society Member Benefit Program are in addition to the no cost coverage already provided for Medicare Billing Errors and Omissions, Contractual Liability, and legal expenses associated with disciplinary proceedings or hearings. We continue to provide an additional \$1 million of Contingent Liability coverage should the Injured Patients and Families Compensation Fund deny coverage for a judgment above \$1 million in a case against you. Given the recent attacks on that fund, we believe this is one of the greatest benefits of the Society Member Benefit Program.

That’s what we’re going to do for you and your colleagues in Wisconsin. We are also committed to a nationwide program that will remake the entire scope of physician and customer interaction with ProAssurance. Our new initiatives will be rolled out over the next year to help you regain some of the control you’ve lost in the past decade and lessen the uncertainty you felt about your coverage and, in general, about your profession. Please watch for these new programs, let us know how we’re doing, and where we need to do more. Without you at the heart of our business, we will not be successful. We’re proud to deliver these enhancements to the Society Member Benefit Program, which provides you with unsurpassed protection and features that you will find in no other professional liability policy.

Wisconsin Medical Journal

The mission of the *Wisconsin Medical Journal* is to provide a vehicle for professional communication and continuing education of Wisconsin physicians.

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