



Proclaim - Liability Claim Management and the need for speed!

Notifying incidents.... . Earlier is better

At Proclaim we have been successfully handling thousands of liability claims over almost 10 years. How do you get the best results? The single biggest factor in reducing costs is in early notification coupled with triage and intervention by a skilled claim manager.

The things we do know:

- Claims do not get cheaper with age.
- The average insured company does not know how to manage a claim.
- Ignoring claims does not make them go away.
- Liability claims can escalate quickly in cost and complexity.

Proclaim has extensive experience in the design and management of liability claims programs. Key ingredients in our public liability programs include training in the following vital areas:

- Identifying incidents with potential exposure.
- Rapid notification of all incidents from our client.
- How to deal with customer incidents.
- Information we need to help us manage the incident or claim.

Why early intervention?

The earlier the incident is reported then the earlier the investigations can take place – while the circumstances are fresh.

- Early intervention enables a wider range of possible settlement outcomes, from a simple and timely apology to a modest compensation payment.
- Early intervention can avoid the need for expensive lawyers and investigators.
- Early settlement saves you time and money and can ensure there is no commercial brand damage.
- Finding out about a claim 6-12 months afterwards has your claim manager on the back foot immediately - we do not have fresh information to argue our case and it is much more difficult to establish the exact circumstances that led to the claim.

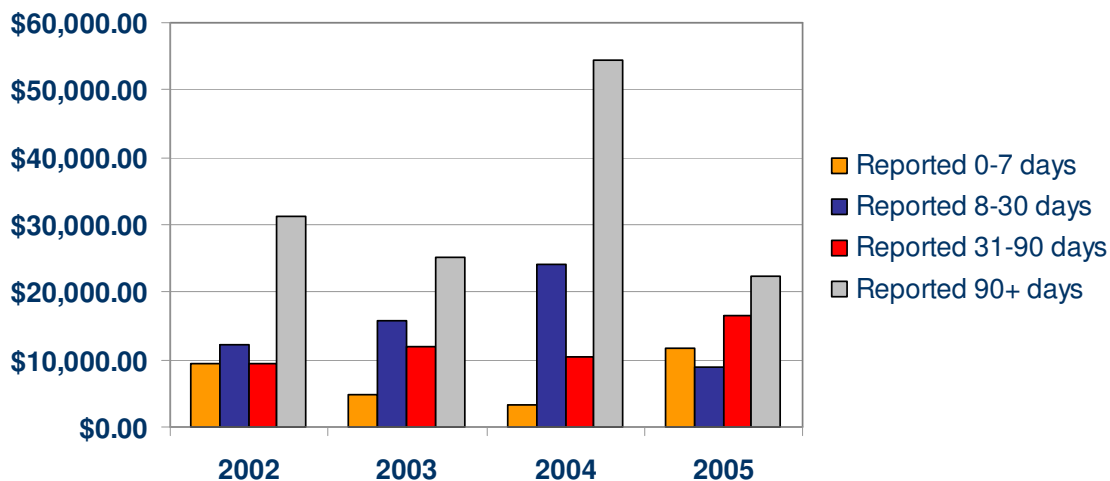
We ask our clients to notify us of all incidents within 24 hours, usually by an on-line report. We can then assist them by taking over the management of the claim, rather than having your important human resources deal with issues for which they have little knowledge or expertise.

Does it work?

The figures below show the results for a group of our clients. This resoundingly demonstrates the difference in claim costs between claims that are received in the first seven days and those where there are delays beyond 90 days.

Impact of Early Reporting

Average paid finalised claim



Early intervention works for Insurance Schemes

Insurance schemes are generally made up of larger numbers of less sophisticated insured companies. They don't tend to have a frequency of claims, and they do not have the expertise to manage their claims. In these cases we believe the best model is one that encourages the insureds to notify incidents early and for their claims to be managed by a claims expert, even if the claim is below excess. This is because;

- Bodily injury claims can be settled modestly in many cases, with over 80% of our cases settling below \$2500.
- Bodily injury claims not handled well from the outset have a likelihood of escalating well beyond the excess
- An independent third party engaged early can take the heat out of claims and ensure they track towards resolution.

- For insurers with schemes or program business, we strongly advocate a system of management of all claims, including claims under excess, and supporting the Insured by offering assistance from the ground up, rather than only above the excess levels. Why? Aside from the data on the benefits of early intervention, our experience where under excess claims are not supported is:
 - Claims are reported later and often with problems attached that are difficult to undo.
 - Insureds are not so inclined to seek advice and support.
 - It is not supportive of a disciplined regime for early reporting.
 - It is not competitive with some local insurers who provide this support.

This leads to:

- Increased costs
- Increase in time in managing claims
- More IBNR and late reporting of claims
- Less control over your exposure

References – Insurance

Matthew Head, Freeman McMurrick: “Freeman McMurrick has been working with Proclaim on our Lloyds of London Public Liability binder for over 6 years. In our view Proclaim is the leading liability claims management company in Australia, feedback received from our retail brokers supports this. Their services save us time and worry, and most importantly we know the claims management services they offer to our clients enhances our product offering. What is vital for us in selling London placements is the support of Proclaim for any liability problems our clients have. This extends to claims that are both over and under the excess. For scheme style business where policyholders are less sophisticated, it is critical for us to be able to offer a claims management service that is better than local insurers claim departments - in response times and outcomes. That is why it is critical that London insurers support claims management from the ground up. Without that commitment we will lose a critical piece of our service offering which in many cases is the difference between us winning and losing business”.

References - Corporate

Spotlight – Elissa Vomero (HR Manager): “Can’t speak highly enough of Proclaim. Love their proactive approach and taking problems off their hands and producing happy customers.

Proclaim’s quick and proactive approach lightens the load for 4 people in HO Operations looking after 5000 staff and also is a great customer service tool as well as saving money”.

Sydney Olympic Park Aquatic Centre - Nyree Hopkins: “We see Proclaim adding value to our business in the follow up, in showing the customers the fact that we care, in the initial contact with the customers on behalf of us and in Proclaim’s insurance and legal knowledge and assistance. We are 100% happy with the service they provide to us”.

Successes - Case studies – The Proclaim Edge in action

1. An elderly lady slipped for unknown reason and fell onto a raffle table that centre management had not packed away from the previous night. She sustained multiple fractures and impairment to her shoulder which required significant ongoing treatment. We maintained close contact and met her out of pocket expenses such as physio and homecare and was able to resolve her requests for compensation without legal representation. Against an underwriter reserve of \$50k the claims was settled for \$3K expenses plus a lump sum of \$7K, for \$10k in total.
2. A lady fell down an unlit step in the cinema sustaining a broken hip requiring surgery and significant rehabilitation. Investigations indicated that there was inadequate lighting on the step and therefore the insurer was exposed on liability. By proactive management we kept the matter away from lawyers. The matter settled direct with the claimant for \$13,000 all inclusive. The matter had the potential to go well above \$50k. Would have overcome the 5% permanent impairment threshold in VIC and solicitors would have pumped up the care and assistance claim, and incurred significant fees.
3. A retired policeman slipped on a urinal step and fell fracturing ankle. Approached by firm of solicitors in hospital bed who then wrote to Proclaim, but in the meantime we had contacted the claimant direct. Claimant denied having instructed solicitors and matter eventually settled for \$8,000 which included taxi fares for getting him regularly along to the club. This despite plaintiff solicitors advising him they could get him \$40,000 to \$50,000.

Team and resources supporting Proclaim Liability Claims

Insurance Team

The Insurance team is managed by Richard Thomas and includes Maria Rosman as Technical Specialist and three further legally qualified Account Managers, together with a support teams plus a Trust Accountant and Business Accountant as well as the Directors of Proclaim. In any business we manage you can be assured of a strong and specialized team in support of your business objectives.

Corporate Team

The corporate team is managed by Marianne Lim in Sydney (Sydney, Brisbane) and by Matilda Luff in Melbourne.

Marianne and Matilda are supported by a team of 8 legally qualified Account Managers, together with a support team and technical specialists.

Our clients include:

Zurich	Dual	QBE
Marketform	Newline	HCC
CGU	AIG	Catholic Church Insurance
Centro	Spotless	Macquarie Bank
Bilfinger Berger	SCG	Commonwealth Games
World Youth Day	Woolworths / ALH	Village

THE PROCLAIM EDGE - Technical expertise + local knowledge = Superior solutions

Talk to Proclaim today about how we can help you reduce your costs while building better customer and contractor relationships.

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