



# Keystone Connection

## ADVANTAGE KEYSTONE:

### SIDE-BY-SIDE COMPARISON CONCLUSIVE

Keystone Mutual has developed a pioneering comparison grid that for the first time positions Missouri's leading professional liability companies side-by-side.

"Not all professional liability insurance companies are created equal," said Jim Bowlin, Keystone's chairman and chief executive officer. "It's one thing to say it. We can prove it."

Keystone is the only company that offers all of the following benefits: unlimited, free legal advice, Consent to Settle *Plus*®, choice of defense counsel, peer review of claims and automatic coverage for medical board investigations.

Keystone is one of four companies backed by three "A" rated reinsurers and one of three companies to specialize in low-risk practices. "Nobody beats Keystone's benefits and 10 percent discount for buying direct," Bowlin said.



**Keystone chairman and CEO Bowlin, center, discusses sales projections with board of directors.**



**Sales VP Tony Lyons shows Assistant Sales VP Nick Seago sales forecast for 2010-11.**

## Keystone Grows Sales Team To Meet Mounting Demand

Nick Seago has joined Keystone Mutual as assistant vice president -- sales, reporting to vp sales Tony Lyons.

"Keystone is growing and growing fast," Keystone chairman and chief executive officer Jim Bowlin said. "This is a big state with a lot of doctors. In order to keep pace with demand, we added Nick."

Mr. Seago, a product of the University of Missouri, St. Louis, has worked for insurance companies and brokers during his 13-year career, and is well known in Missouri insurance circles.

"We sell direct to Missouri doctors. There are no middlemen. We write policies in-house and pass on the savings to our policyholders," Bowlin said.

# Q&A

## Insiders' Guide To Buying Professional Liability Insurance

### ***What is the most important aspect of professional liability coverage?***

Financial stability. Does the carrier have the means to pay off a claim on your behalf? Insurance companies pay claims from reserves. The most responsible companies spread the risk by also having reinsurance arrangements -- insurance for the insurance company. Keystone Mutual has three "A" rated reinsurance companies, including world-famous Lloyd's of London.

### ***What is meant by underwriting philosophy?***

Underwriting philosophy is the expression of a company's willingness to accept risk. It is a window to the insurers' character. Is a company generating great revenues and equally great risk by aggressively capturing problematic business more conservative companies decline?

Underwriting issues directly affect a company's financial stability. Remember, the product is peace of mind. Reckless underwriting places policyholders at risk because a company that makes big bets, and loses, may not have the ability to pay off claims, thereby jeopardizing the security of your practice. Keystone covers low-risk specialties with modest claims experience.

### ***Aren't all policies basically the same?***

Read the policy to discover what the company is all about. Is the policy written in plain English? Is it understandable? What is covered and what is not covered? Are employees covered? Is the business entity covered? There may be a need for legal guidance in this area to assist the doctor in comparing various policy versions.

### ***Why are some rates lower than others?***

Mutual companies immune from stockholder pressure to generate vast revenues, historically offer the lowest rates. This is also true for companies that are lean and sell direct to physicians, such as Keystone Mutual. The adage you get what you pay for always applies to professional liability insurance.

### ***How may selecting an insurance partner be less confusing?***

Ask companies for a side-by-side comparison of benefits. Which companies provide unlimited, free, legal advice, choice of defense counsel, peer review of claims and coverage of medical board investigations? Which companies give policyholders the most bang for the buck? Keystone offers free legal advice because the secret to low premiums is risk management. To save money, some companies tie the hands of policyholders by providing legal counsel selected by the company.

### ***Who decides whether to settle a claim?***

Some companies prefer to settle claims out of court and avoid the downside risk of a costly jury award. Keystone Mutual is the only Missouri company to offer Consent to Settle *Plus*®. This means no claim is settled without the physician's consent and without due process review by peers. We are prepared to go to court and win. Ask companies to describe their claims philosophy.

### ***How much of a factor is management?***

Policyholder peace of mind begins with the integrity and competence of the men and women who guide and operate your insurance company. Who are these people? What is their reputation? Do they know insurance? Do they know medicine? Is management top-heavy with abundantly rewarded executives and fleets of brokers? If you have a problem, do you get an 800 number and a web site or the cell phone of the general counsel?

### ***Do most policies cover medical board investigations?***

With Keystone, coverage for medical board investigations is built-in. With other companies, this coverage is often available for an additional fee. Preparing defense before boards is vital to providing complete coverage and peace of mind for your practice.