

PERSONAL INSURANCE CONCIERGE A PERSONAL RISK MANAGEMENT PROGRAM FOR MEMBERS OF THE CALIFORNIA MEDICAL ASSOCIATION

Physicians are very cognizant that a medical malpractice law suit can have a devastating impact on their professional and personal life. However, they often are not aware of other types of risk they face in their personal life that could cause significant financial loss and hardship. An uncovered loss can create an enormous distraction that can negatively impact job performance and create a situation where personal risk becomes professional risk.

Marsh's Private Client Services offers a Personal Insurance Concierge program specifically for physicians. This concierge-style service helps physicians analyze, transfer, and manage risks relating to their personal exposures—e.g., homes, automobiles, valuables, fine art, yachts—all through a single point of contact.

Through a comprehensive consultation and review process, a Marsh Personal Risk Advisor helps clients identify the risks they face in their personal lives and creates a tailored insurance program to help protect them in the event of a loss. The Advisor is available to clients throughout the year to help keep their insurance program in tune with their ever-changing lifestyle.

Additionally, participants receive the benefit of having access to coverage from an insurance carrier that

specializes in the needs associated with an affluent lifestyle and high-value protection that is often required. They also have the benefit of working with Marsh, a broker that acts as their advocate through the entire process—from review to marketing to placement to claims.

Having one less thing to worry about is an important, no-cost benefit the association can provide to its physician members.

COMMON RISKS

In our experience, some common property and liability risks physicians face today include:

HOMES

- Inadequate limits
- Under construction
- Lack of flood insurance
- Excess flood and wind limits that are not adequate
- Insufficient coverage for jewelry, art, and contents

LIABILITY

- Risk associated with having domestic employees
- Youthful and/or elderly drivers
- Watercraft
- Recreational vehicles
- Hosting social or charitable gatherings at residence
- Board participation (for-profit and not-for-profit)
- Identity theft



HOW THE PERSONAL INSURANCE CONCIERGE WORKS

- Marsh's Private Client Services works with the practice's leadership to create a tailored Personal Insurance Concierge program that meets the unique needs of your physicians and key employees.
- Marsh's team of Personal Risk Advisors works with the physicians. A dedicated advisor will be assigned as their single point of contact.
- A Marsh Personal Risk Advisor conducts a comprehensive consultation to understand their needs and evaluates their insurance program. The Advisor will develop a customized plan with specific recommendations so that the member is not over-paying or under-insured.
- The Personal Risk Advisor implements the program and provides year-round, one-stop-shop service. We offer an ongoing stewardship review to make sure the program stays current.

COST OF THE PROGRAM

There is no cost to the member group for the program. Additionally, Marsh prides itself on being the industry leader in transparency and compensation disclosure. We treat all clients fairly and ethically, and provide meaningful disclosure to clients so that they can make informed decisions regarding solutions to their insurance needs, including disclosure of our compensation arrangements.

You can engage a Marsh Colleague in any one of three ways...

1. Call us at 855-CMA-9855 or 855-262-9855
2. Email us at CMA@marsh.com
3. Complete on-line questionnaires. Visit www.CountyCMAMemberInsurance.com

PROGRAM BENEFITS

BENEFITS TO THE PRACTICE

- Physicians will have one less issue to manage and will remain focused on patient care and driving success. In the event of a major claim, the efforts of Marsh's Claims Advocacy team will reduce the negative impact on the member.
- There is no cost to the physician for Marsh to provide this program. The practice can add this valuable service to its list of voluntary benefits at no additional expense.

BENEFITS TO EXECUTIVES AND PHYSICIANS

The Personal Insurance Concierge Program will benefit executives and physicians in the following ways:

Simplicity

- Each physician will have a dedicated Personal Risk Advisor to proactively manage their personal insurance program.
- They will experience a breadth of choice of programs offered through leading insurers with whom Marsh has strong relationships.
- Should a claim occur, Marsh helps the executive or physician by serving as their advocate during the claim process.

Peace of Mind

- Physicians will gain peace of mind that their personal risks are properly addressed.
- Both family and assets are protected against risks in a way that can help safeguard long-term financial needs.

Marsh is one of the Marsh & McLennan Companies, together with Guy Carpenter, Mercer, and Oliver Wyman.

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