



Alternative Markets

**Distinguishing Programs with  
Specialty Claims Service**



For more than 20 years, Great American's Alternative Markets team has specialized in traditional and captive programs.

We know that ultimately it is reduction in losses that maximize a program's profitability. Our claims organizational structure and expertise delivers strategic and efficient advantages compared to the competing carriers and Third Party Administrators in the group captive marketplace.

**Our Claims Formula For Success:**

We achieve superior results by leveraging:

- Staff expertise and tenure
- Critical resources for maximum efficiency
- Concierge level customer service
- Low adjuster-to-file ratio
- Tailored claims service guidelines
- Focus on outcomes while minimizing expense
- Leveraging costs with providers on our corporate scale

## **Customer Service**

### **Dedicated On-Boarding:**

Upon the inception of a program, the account services team contacts the program manager to establish Special Account Service Agreements, File Review Thresholds, and personal contacts in addition to coordinating Medical Provider Network enrollment where eligible.

### **Adjuster Workloads:**

Averaging less than 95 claims per adjuster for all lines of business, our adjuster workloads are kept low to ensure our team has capacity to react quickly to our clients' needs. Lines of business include Workers' Compensation, General Liability, Automobile Liability and Property. We have a continental footprint, with dedicated Alternative Markets claim offices in Cincinnati, Parsippany (NJ), and the San Francisco Bay Area.

### **Adjuster Ownership:**

We encourage our team to proactively look for opportunities to resolve claims at the earliest available opportunity and to be accountable.

## **Outcomes**

According to the 2017 Medical Cost Trends Report from NCCI, medical spending makes up approximately 60% of the cost of an average workers compensation claim. Focusing on this allows us to explore the best avenue for reducing these costs based on the merits of the claim.

### **Optimizing Outcomes:**

We leverage cost containment resources for both critical and moderate/low severity claims at the onset of a claim.

*Examples of resources available include:*

1. *On-site investigations*
2. *Nurse triage*
3. *Independent bill review*

### **Alignment of Medical Providers:**

We align with medical providers that utilize physicians as decision makers and influencers as our results suggest that these providers are more effective at generating favorable outcomes than organizations that rely strictly on nurse practitioners or physician assistants in similar roles.

1. *Paradigm*
2. *Prium*
3. *SFUR (South Florida Utilization Review)*

### **Direct and Active Communication:**

We understand the importance of protecting our customers' brands and financial interests, and proactively and continuously communicate all activities in that process.

### **Adaptation:**

We tailor our approach to fit the demands of individual jurisdictions, ensuring compliance with local laws and requirements.

**Minimize Temporary Disability days and Legal Expenditures** by intensely managing the medical treatment and return to work process.

*We leverage out-of-the-box resources:*

1. *Alternative Return-To-Work programs: A preferred provider uses not-for-profit programs to provide remote modified duty assignments.*
2. *Catastrophic Medical Management teams: A specialty provider focuses exclusively on complex medical issues, including the reduction of medical expenses and maximizing recovery outcomes.*

## **Expense Philosophy**

Alternative Markets does not inflate claims handling costs to include profit. Our expense philosophy is directed at reducing costs and exposure across the board. Our goal is to push for the absolute best claim outcome on every file.

### **Comparing ourselves to a TPA:**

1. We do not apply or collect any % of Savings.
2. We eliminate several of the per-claim or general fees that are customarily charged as a function of claim services.
3. We do not charge additional fees at renewal or additional fees when claims remain open or re-open.
4. We do not charge additional fees for File Reviews or Account Administration.
5. We offer various internal resources and expertise which may provide further cost savings:
  - Special Investigation Unit (SIU)
  - Claim Litigation Services
  - Claims counsel coverage specialists
  - Management and Corporate claims oversight
  - Recovery services

Our cost containment services are low as we leverage the buying power of Great American with our vendors and providers. This is yet another strategy to reduce cost and benefit the program.



## Summary

Claim management and reduction in loss is paramount to both a traditional program's performance and the profitability of a captive. Great American Alternative Markets has the right people, resources, and mindset to generate the best outcomes for our program members. Our flexible, big picture-oriented approach allows us to optimize outcomes with high levels of consistency.



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