



Date: November 1, 2021

To: MedChi House of Delegates

From: Shelly Brouse, CEO – Unity Insurance/MedChi Insurance Agency

Re: 2021 Agency Report

The agency expects to deliver favorable results this year. While we anticipate being just shy of our growth target for the year, we will report results above prior year 2020.

We persevered through additional challenges of the pandemic and our new business results are significantly above last year.

Several details and accomplishments worth noting:

- Our team continues to work remotely, with in-person office work 1 day per week. Our teams meet regularly through Zoom and Teams and our managers are routinely having 1-on-1 meetings with their staff. We have maintained staffing levels and have had zero turnover.
- The Unity Insurance brand is strong. Social media results are climbing, with over 20 leads received via our web site this year.
- New business revenues are double through September 2021 vs September 2020.
- Retentions remain strong.
- We are quoting several larger accounts for medical malpractice and business insurance that will hopefully add to our portfolio by year end.
- We implemented multi-factor authentication (MFA) to provide additional security for our network and email system.

We are staying on top of the medical malpractice market – as we see rates increasing with several of Medical Mutual’s competitor insurers. Good news – Medical Mutual rates will remain flat and renewal dividends will remain unchanged with a 20% credit. These two situations should create opportunity for us going into 2022.

The cyber liability market is tightening with the increase in ransomware activity. It is critical for medical practices to carry this coverage. No business is immune from an attack.

Dr. Mark Seigel and Adam Kane will retire from our agency board at the end of 2021. We would like to thank them both for their dedication and commitment to our

agency over the past many years. **New board nominees, Dr. Annette Pham and Steve Johnson**, have been approved by the agency BOD and the MedChi BOT and will be elected at our December meeting.

As we plan for 2021, we will focus on the following areas:

- Developing and implementing growth strategies using social media and digital marketing.
- Strengthening relationships with our strategic partners and implementing target marketing initiatives to cross sell and upsell.
- Re-engaging with local component societies to educate and market on key insurance topics

As always, your support makes a difference! If you are a client, we **thank you** for your business. We promise to never take you for granted. If you are not a client, please consider reaching out. **We offer a free, no-obligation policy review** to help evaluate your current insurance coverages and rates.

And referrals are always welcome! The best way you can endorse our agency is to **refer us to your colleagues.**

Respectfully submitted,

Shelly Brouse
CEO