



Date: November 1, 2020

To: MedChi House of Delegates

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

Re: 2020 Agency Report

Despite the challenges of the ongoing pandemic, **our agency has achieved many accomplishments** worth noting.

- We implemented new monthly reporting and revenue recognition procedures as defined by ASC 606.
- Due to COVID-19, we successfully introduced a full-time remote work environment. (Part time remote work was part of our previous operating model.)
- Our branding initiative was successfully implemented and well received. Our web site was updated, marketing materials have been redesigned, and we have more effort focused on communication via social media. We have accounts with Facebook, Instagram, LinkedIn, and Twitter.
- A new sales position was filled – John Jacobs joined our team in late Spring and is building momentum!
- We have added more products to our portfolio including Medicare coverage and Annuities.
- We have added new industries to our book of business including contractors, day care centers, IT firms, and manufacturers.
- We contracted with another medical malpractice insurance carrier to offer alternative solutions to our clients when Medical Mutual is not a fit.
- We were named a finalist in the BBJ Best Places to Work!
- Customer retention is high 😊
- New business is picking up 😊
- Our team is strong, stable, safe, & healthy!!!!

YTD results are close to plan/budget. However, if carrier bonuses are earned (which is very possible) we will meet/exceed our plan. Our projected overall contribution to MedChi for 2020 is just under \$700,000.

We worked with MedChi to **implement a new 401k program for MedChi members.** This new benefit is available through a partnership between Onorato Financial and Transamerica.

Dr. Tom Allen and Dr. Allan Jensen will retire from our agency board at the end of 2020. We would like to thank them both for their dedication and commitment to our agency over the past many years. New board nominees (Dr. Gary Pushkin and Dr. George Bone) will be presented to MedChi for approval during the November BOT meeting. If approved, final election will take place at our annual agency board meeting in December.

Efforts for 2021 will focus in the following areas:

- Launching several aggressive marketing campaigns
- Creating more efficiencies in workflows and processes
- Expanding our digital media capabilities and presence
- Strengthening our relationships with our strategic partners
- Broadening our footprint (primarily with group benefits) into more industry segments

All these efforts are focused on driving growth and increased revenues to the agency and ultimately to MedChi.

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!

Respectfully submitted,

Shelly Brouse