

# The Leading Provider of Insurance Solutions to the Healthcare Market



HEALTHCARE

Clients expect to work with insurance specialists who have the expertise and in-depth understanding of their needs to deliver meaningful solutions. That is what CNA brings to the table. We do not rest on our past successes, but continue to listen, learn and evolve as an organization.

As a market-leading, A rated carrier, with a nearly 120-year history in business insurance, we have a deep understanding of the multitude of challenges and exposures confronting the healthcare industry sector. Today's healthcare organizations encounter unique challenges in managing across the continuum of care, from navigating compliance regulations to integrating new technologies while maintaining a focus on patient safety in an increasingly competitive market.

We have enhanced our underwriting, risk control, and claim teams to build **tailored and specialized** capabilities for the healthcare industry segment and invested in our **international reach and local presence** to best meet your needs. We look forward to working with you to build distinctive insurance solutions and deliver a superior customer experience to demonstrate that when it comes to business insurance ... **we can show you more.<sup>®</sup>**

## An Experienced Approach to Insuring Healthcare Organizations

CNA is a trusted leader and top underwriter of insurance solutions and services. We operate across the continuum of care, with expertise that extends from the traditional hospital/physician model to new and emerging healthcare delivery systems. Our broad appetite includes:

- Aging services organizations
- Allied healthcare facilities
- Dentists
- Hospitals
- Life sciences companies, including those that conduct clinical trials
- Nurses and other allied healthcare providers
- Physicians

Our long-term customer relationships and associations with organizations, such as the National Patient Safety Foundation, PIAA and The Schwartz Center for Compassionate Healthcare, allow us to develop innovative insurance solutions to address the unique needs of an ever-changing healthcare industry.

## Insurance Professionals Who Understand the Business of Healthcare

We understand that risks and litigation environments may vary dramatically from region to region. We have the insight to

recognize how trends such as changing reimbursement models, increased use of advanced practice providers and the focus on outpatient care affect your healthcare clients' insurance and risk management needs.

**Insurance solutions from CNA go beyond the core professional liability coverage to include:**

- Property
- General Liability
- Auto
- CNA Paramount<sup>®</sup> – package policy for mid-sized businesses and organizations
- Product Liability
- Business Income
- CNA Connect<sup>®</sup> – package policy for small businesses
- Cyber Liability
- Management Liability
- Employee Benefits Liability
- Equipment Breakdown
- Umbrella & Excess Liability
- International capabilities and specialized underwriting through CNA Hardy, a Lloyd's syndicate member
- Equipment Maintenance Program – service agreement consolidation program

For qualified organizations with more complex needs, we offer alternative risk financing insurance programs, such as large deductibles, self-insured retentions and captive reinsurance.



## Help Them See the Risk Before it Becomes a Claim

CNA's multi-disciplinary, enterprise-wide approach to risk control provides your clients with the tools they can use to create a safer, stronger and more competitive organization. We help manage the financial impact of risks through strategies designed to help prevent losses from occurring.

In a rapidly changing healthcare industry, leaders need current information, sophisticated analysis and expert advice to effectively address present and emerging exposures. When you choose CNA, that is exactly what you receive from industry-leading risk control services:

- **Certified Professional in Healthcare Risk Management** (CPHRM) designated risk control consultants, experienced in healthcare and insurance, who can assist in reducing risk and enhancing patient and resident safety.
- **Collaboration across commercial and professional liability** risk control to assist our customers in reducing enterprise risk.
- **CNA's School of Risk Control Excellence (SORCE®)** offers world-class training and resources to help minimize exposures and complement your clients' risk practices. Top programs include Investigation Tool for Adverse Event – Root Cause Analysis and Security in the Healthcare Environment.
- **Proprietary claim studies and risk management publications**, including self-assessment tools and publications targeted to customer needs.
- **On-site assessments and face-to-face consultation** with key leaders and staff, review of records and documents, and a tour of the facility to observe environment of care safety practices, with a focus on high risk clinical or specialty areas, such as emergency department, perinatal services, skilled nursing facilities, mergers and acquisitions, and patient/resident falls, are available upon request.

## Count on CNA Claim Service Excellence

With experience as attorneys, healthcare providers and administrators, our claim staff is comprised of more than 90 professionals, averaging more than 20 years of service in the healthcare industry. And since many of our professionals have prior medical or legal experience, we are positioned to serve your client's best interest in the event that a claim arises. Specialized claim services include Centers of Excellence for Aging Services and Birth Trauma-Catastrophic Damage.

When it comes to a focus on serving our customers through the claim process, 98% of Specialty and 96% of Commercial Workers' Compensation customers surveyed said they would recommend CNA to a business associate, and 96% of clients responding to Staff Counsel surveys rated quality of legal services as excellent or very good.

No matter how the healthcare industry may evolve in the years ahead, we remain committed to providing innovative products and services that make it easier to help insure your customers with CNA.

**A proven partner you  
can count on in an  
ever-changing industry.**

## Start Building a Stronger Book of Business Today

Please contact your local branch underwriter or visit [www.cna.com/healthcare](http://www.cna.com/healthcare).

**CNA**