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## **Insurance Marketing Communications Association Honors ProMutual Group with Showcase Award of Excellence**

Boston, MA – At its June meeting, the Insurance Marketing Communications Association, an international association of insurance marketing communicators, presented an Award of Excellence to ProMutual Group for the 2003 Massachusetts Agent Communication Program.

This innovative program was designed to keep the lines of communication open with the company's key agents while the Massachusetts territory was temporarily without a Marketing Representative. The program also demonstrated a commitment to servicing these agents. Judges singled out the entry for: "creative execution on a limited budget."

Four-page direct mailers were developed. Each was sent in a padded envelope with a related gift. The mailer's text encouraged agents to ask home office staff any questions they might have. An additional response vehicle, a postage-paid reply card, was included.

ProMutual Group provides medical professional liability insurance coverage to nearly 16,000 physicians, surgeons and dentists as well as hundreds of hospitals, health centers and clinics. The companies operate in Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, Rhode Island and Vermont.

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