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INSURANCE MARKETING COMMUNICATIONS ASSOCIATION HONORS PROMUTUAL GROUP WITH BEST OF SHOW AWARD

Boston, MA – At its Annual Meeting, the Insurance Marketing Communications Association (IMCA), an international association of insurance marketing communicators, presented a Best of Show Award to ProMutual Group for its *Failure to Diagnose: Putting the Pieces Together* report.

ProMutual Group, one of the leading providers of medical malpractice liability insurance in the Northeast, released this three-year study of closed claims in seven high-risk specialties earlier this year. The study details specialty-by-specialty statistics, points out that many of the issues that lead to a failure to diagnose are system problems, and offers suggestions to help physicians reduce their risk of failing to diagnose cancer and other disease entities.

“Our continued efforts to provide quality literature and educational materials to our key audiences have once again been recognized by one of our peer associations,” said Michael Kubik, vice president of marketing, ProMutual Group.

This report, which was presented with the top award in the category of “Public Relations – Articles/White Papers,” was sent to ProMutual Group-insured physicians in each of the seven high-risk specialties profiled in the report. Those seven specialties are: family medicine, general surgery, internal medicine, obstetrics and gynecology, orthopaedic surgery, pediatrics, and radiology.

“Our goal was to educate policyholders in these high-risk specialties and make them aware of potential areas that can lead to a claim or loss,” said Maureen Mondor, vice president of risk management, ProMutual Group. “We believe that physicians’ adherence to the suggestions presented in this study will help further our company’s goal of increasing patient safety and improving the quality of patient care.”

About ProMutual Group

ProMutual Group is the largest provider of medical malpractice liability insurance in New England, insuring more than 18,000 physicians, surgeons, and dentists as well as a large number of hospitals, health centers and clinics. ProMutual Group has more than \$1.8 billion in admitted assets, \$418 million in policyholder surplus, and \$349 million in direct written premium, and has a Best’s Rating of A- (Excellent).

Based in Massachusetts, ProMutual Group member companies also operate in Connecticut, Maine, New Hampshire, New Jersey, Rhode Island and Vermont. ProMutual Group distributes its products through contracted agents. For more information, visit ProMutual Group’s web site at www.promutualgroup.com.

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