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**PROMUTUAL GROUP HONORED WITH INSURANCE MARKETING
COMMUNICATIONS ASSOCIATION BEST OF SHOW AWARD**

Physician Audience Benefits from Disclosure and Apology Guidelines from ProMutual Group

Boston, MA (July 18, 2007) – Reference guidelines for physicians outlining the *Do's & Don'ts of Disclosure* was recently recognized as Best of Show at the Insurance Marketing Communications Association (IMCA) Annual Showcase Awards ceremony. ProMutual Group, a leading provider of medical malpractice liability insurance in the northeast, created the document to enhance physicians' communication with patients.

"Disclosure and apology can be key components in the patient-provider relationship," said Maureen Mondor, vice president of risk management for ProMutual Group. "In creating the *Disclosure Do's & Don'ts* guidelines, our goal was to provide helpful recommendations to physicians based upon our years of experience helping doctors in the clinical setting."

The disclosure guidelines came about as a result of the recognition that there is a high correlation between poor communication and litigation based on an internal review of ProMutual Group claims data. In light of this, ProMutual Group's risk management and marketing teams initiated a collaborative project to present recommendations for patient-provider discussions about unexpected outcomes in an easy-to-use reference form. As national interest in apology and disclosure issues heightened, the company's reference guidelines reached more than 18,000 insured physicians, surgeons and dentists as well as a large number of hospitals, health centers and clinics in the states where the company writes business.

"We constantly strive to be a trusted source of information for physicians," said Michael Kubik, vice president of marketing for ProMutual Group. "The IMCA recognizing us with its top award is a positive reinforcement of our efforts to reach healthcare providers and have a positive impact on their professional lives."

The IMCA, an international association of insurance marketing communicators, presents the Annual Showcase Awards program as a platform for members and non-members to display their creative communications work alongside industry peers. The awards competition includes nearly 100 Best of Show and Awards of Excellence, representing over 30 categories. This year more than 431 entries were submitted across all categories of competition.

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. It is one of the top 10 medical liability insurance providers in the country based on direct written premium. ProMutual Group has more than \$2.1 billion in admitted assets, \$504.7 million in policyholder surplus, and \$338.8 million in direct written premium. ProMutual Group has a Best's Rating of A- (Excellent), and is acknowledged as a leader in providing risk management and claim services.

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

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