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Friday, August 7, 2009



Florida eHealth Summit

Malpractice Relief: "Adopting EMR's"

Marsh is part of the family of MMC companies, including Kroll, Guy Carpenter, Mercer, and the Oliver Wyman Group (including Lippincott and NERA Economic Consulting).

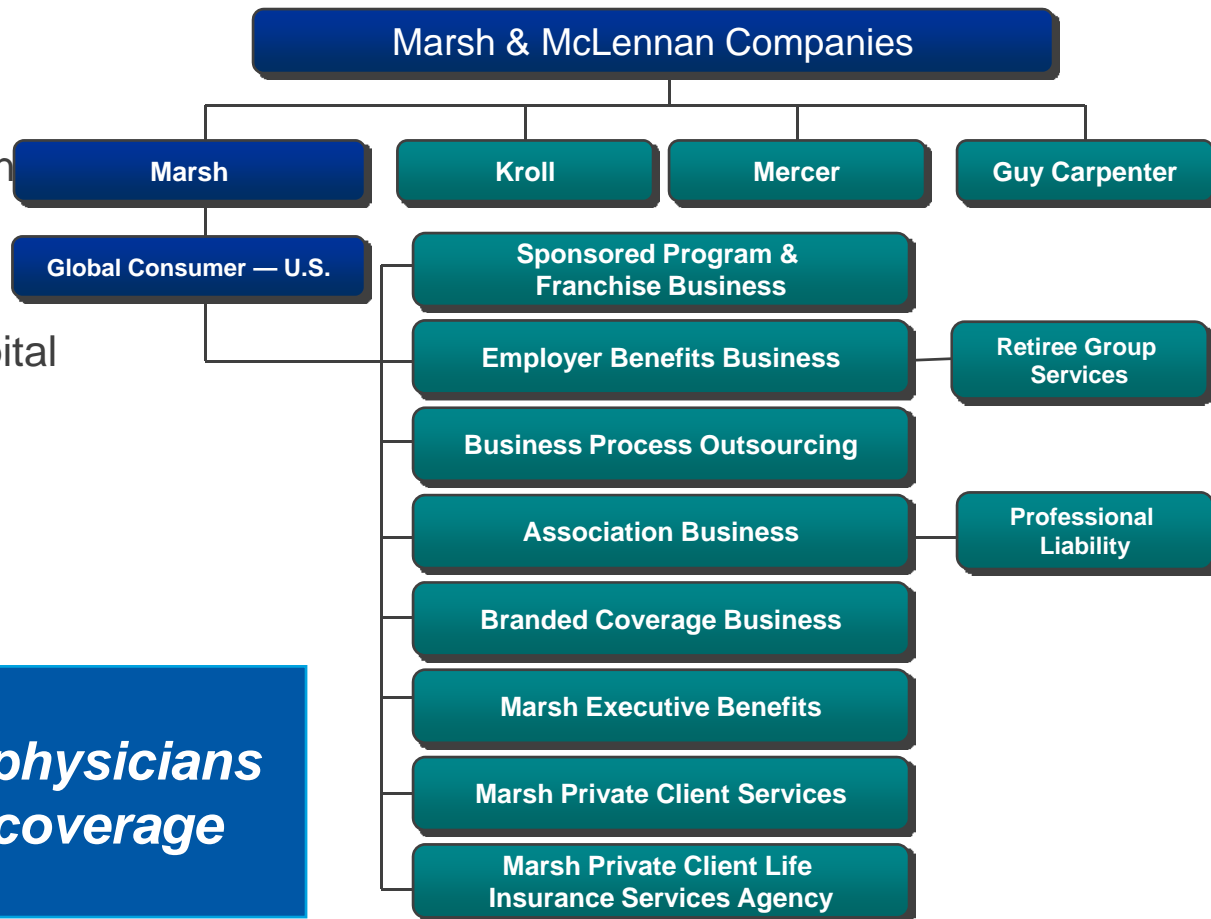
Marsh Global Consumer
1-2-1 To Many



Marsh Global Consumer

Who We Are...

- **Marsh** provides global risk management and consulting, insurance brokering and program management services
- **Mercer** provides human capital financial advice, products, and services in retirement and health/benefits areas



We serve over 100,000 physicians with medical liability coverage



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Marsh Global Consumer – U.S. Business Channels

Thousands of health care clients including

23 of the top 50 integrated health networks

10 of the top 25 assisted living chains

9 of the top 25 managed care organizations in the United States

over 190 health care captives

Our Services to Physicians

The Marsh National Physician Practice provides brokerage, placement, and administrative services to physicians, physician groups, and small healthcare facilities.

Our professionals specialize in medical liability coverage

Our experience, knowledge, and commitment allow us to serve as trusted insurance advisors to our medical clients through uniquely built relationships



Marsh can piece together the most complete solution, with products/services from our integrated business channels.



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Product Excellence

- Work with more than 150 insurers/providers for more than 250 products and product variations
- More than 25 new products launched in the last 12 months
- Professionals specializing in multiple functions

Market Research	Gathers and analyzes insurance and financial services trends and competitive data
Product Development	Designs, evaluates, and launches products, suites of products and marketing platforms that meet market needs in collaboration with business units
Product Partner Relations	Facilitates negotiating, managing, and maintaining product partner* relationships
Product Management	Provides ongoing support for product knowledge, training, planning, and monitoring Monitors product performance and makes recommendations on products or product partners

**A Product Partner can be a vendor or an insurance company or any other company providing a service or product.*



The Issue – Premium Credits for Electronic Healthcare Records?



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Malpractice Premium Credits for EMR-EHR Initiatives...

Relief is on the way...

An example of how a current insurance carrier credit works:

2.5% premium credit offered to clients that have documented implementation of a certified system.

The system must have a CCHIT (Certification Commission for Healthcare Information Technology) certification. Without that, the credit can't be provided.

The system must be in place for at least 12 months to qualify for the credit, and 90% utilization by the docs can be documented.



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Carrier/Physician Challenges...

- **Privacy & Security Protection leading to liability**
- **Business & Legal Issues**
- **Low EMR-EHR implementation and penetration**
- **Most Physicians feel “Doomed” when dealing with claims and carriers**
- **Silos: limited number of carriers communicating and collaborating on key issues at the local and national level**
- **Measuring the cost savings for carriers?**
- **Offering credits for a FULLY INFORMED e-prescribe solutions**
- **Keeping up-to-date on emerging risk issues?**



Contacts

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*At Marsh, we help clients navigate
the complex world of risks.*

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