

Getting the Most Out of Your Insurance Partner

By: Cameron Annas, Adventure & Entertainment National Practice Leader



Value. What does that mean to you? When it comes to insurance, do you look at the bottom line cost for insurance and base your decision solely off of the total premium? While price is always a consideration during the decision making process, you should also evaluate other areas that your agent/broker and insurance company can add value and profit to your organization. You may be surprised at the numerous resources that your insurance company and/or agent/broker can provide, at no additional cost. Many people think of the insurance people as just providing an insurance policy, however I would highly encourage you to seek a deeper relationship than this! The following are services that may be beneficial to you at no additional cost:

Service	Description:	Service Provided By:
Management Training Sessions	Many times, the management staff are the ones interacting with incidents and near misses on a daily basis. However, it is the owners of the course that interact with the insurance agent, inspectors, etc. What if we allowed the management staff who deal with incidents on a daily basis to have a Risk Management 101 session with the insurance expert? During this session, management staff can ask all the questions that they have always wanted to and have an open, honest business conversation. We find that sometimes there is a disconnect between the management staff and owners around the concept of risk management. This course/session allows for this disconnect to be eliminated.	Agent/Broker
Mock Incident Response	Incidents are a very emotional event. Wouldn't it be nice if your staff or at least management staff had the opportunity to be put through a mock worse case incident before any incident occurred? We find far too many times that staff say the wrong things in incident reports, don't act appropriately or are just not trained on what to listen for during an incident. A mock incident response session can remedy all of this and you agent/broker should be able to lead this session!	Agent/Broker
Incident and Claims Management Advocate	Let's face it, the most important time for your insurance partner to show their "stuff" is during claim time. That is what you are paying for. Your insurance agent should be quarterbacking this process, being your advocate and making sure the insurance policy responds just as you planned/designed for it to.	Agent/Broker

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Strategic Risk Management Review	Your operations change and so should your insurance program design. Your agent/broker should be well aware of your organizational goals, marketing efforts, and strategic initiatives. This will allow them to better collaborate on your risk management strategies. For example, is it time to increase your auto physical damage deductibles because you never turn in an auto physical damage claim? This could result in your saving additional premium. How risk tolerant are you? This conversation should be had on a yearly basis.	Agent/Broker
Contract Review	Contracts are where most of your liability is assumed by you, passed to you or passed to another party. How many times have you signed a contract without reading it thoroughly? How many times have you signed a contract and later figured out that you agreed to insurance terms that are going to cost you thousands of extra dollars? Your insurance agent/broker should be reviewing every contract before you sign it to prevent the above scenario.	Agent/Broker
Discounted Background Checks	Let's face it, the most important time for your insurance partner to show their "stuff" is during claim time. That is what you are paying for. Your insurance agent should be quarterbacking this process, being your advocate and making sure the insurance policy responds just as you planned/designed for it to.	Insurance Company
Active Shooter Training	For large facilities that attract 100,000+ participants a year, this is a sad reality. What happens if your facility has an attraction that is only accessible by a chair lift, where thousands of participants may be at one? Have proper protocol and procedures in place for an active shooter is a must. It is a sad reality, but a realistic precaution. Many insurance companies will come out and lead an active shooter training with your management staff and help you develop proper procedures to address this scenario.	Insurance Company
Sexual Abuse Training and Online Training Modules	Dealing properly with children is an issue that needs to be addressed in today's time. Many insurance companies offer Sexual Abuse Training. In fact, Philadelphia Insurance Company, one of the major insurers in this industry, offers online sexual abuse and molestation webinars that you can specifically assign to each employee and track their completion of the webinars.	Insurance Company

Insurance is insurance, right?! As you can see by the above, there are many different resources that can differentiate one insurance company from another. Make sure to evaluate these thoroughly. More importantly, make sure you take advantage of these resources! These are resource at your fingertips that can prevent a significant incident from occurring at your facility. Further than that, they can help you manage an incident properly and control it from getting completely out of control, which will affect your insurance premiums in the future.

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