



THE MAGNET™



NOVEMBER/DECEMBER
www.magmutual.com

NORTH CAROLINA'S SOURCE FOR IMPORTANT PHYSICIAN INFORMATION

Risk Management Tips

Helping your patient bridge communication gaps

A large amount of research strongly suggests there are specific behaviors that patients can adopt to improve communication with their physicians, ultimately improving their health and satisfaction. Physicians can establish environments that promote these important behaviors and help patients to communicate better by encouraging them to:

1. Spend time before their appointments thinking about their symptoms, concerns and developing a clear description. For example, if the patient says, "I think I have bronchitis," lead him/her to express brief but focused facts like, "I've been coughing for two weeks."
2. Jot down questions in advance.
3. Help prioritize multiple complaints and commit to a follow-up plan for each.
4. Explain how the illness translates into real life, specific issues. Instead of "I'm getting worse," lead the patient to say something like, "We're buying milk in quarts, because I can't lift gallons anymore."
5. Learn more about their illnesses by directing them into patient-education programs and support groups. Provide materials and audiovisuals and review the materials they bring to you. Some practices actually encourage the patient to send the materials before the appointment so the doctor can prepare.
6. Bring a family member or close friend. These people can serve as patient advocates, often remembering things that patients do not, as well as helping to keep track of what was said during the visit.

(Continued on page 2)

New Ways to Save on Your Professional Liability Premium

We understand physicians are concerned about their practice expenses and that medical professional liability premiums are certainly part of the expense equation. *So we are now offering three coverage options under MAG Mutual's medical professional liability policy designed to offer you options for reducing your premiums.* You should closely consider each of these options to determine if any are right for you.

Premium Savings Options:

| | Estimated Premium Savings |
|--|---|
| • Defense costs within limits – will modify your current policy to reduce the total dollars (policy limits) available to pay indemnity amounts by the expenses of defending a claim on your behalf | 5% |
| • Option for your Professional Organization Separate Limits – eliminates the organization's coverage for vicarious liability for physicians | 5%-15% |
| • Policy deductibles – a wider choice of deductibles are available | 2%-8% (depends on deductible amount) |

The estimated savings may vary based on the specialty and the number of physicians in the practice. For more details or to find out if these policy premium savings options are right for you, please call our Underwriting Department at **1-800-282-4882**. ●

MAG Mutual Forms Alliance with Principal Financial Group®

Alliance expands financial services availability

For more than 15 years, MMFSI has assisted our physician policyholders with their financial matters as one of many MAG Mutual member benefits. But with today's confusing array of financial planners, consultants, advisors and assorted sales persons—all trying to help physicians manage their finances—we realized it was time to do even more.

(Continued on page 2)

(MAG Mutual Forms Alliance with Principal Financial Group®, continued from page 1)

Our new relationship with the Principal Financial Group expands our ability to meet the needs of more of our policyholders, provide even more choices and offer local service in many of our physicians' communities. The Principal® is a nationally recognized Fortune 500 company and through the broker/dealer, Princor Financial Services Corporation, provides access to more than 7,000 mutual funds and other investment products.

Many handpicked professional financial representatives from The Principal will work closely with you to review your current financial position and your objectives and will provide straightforward strategies appropriate to your situation. These services will be delivered with the same diligence and care that MAG Mutual always provides our policyholders, and we will work to ensure superior day-to-day service and annual financial "check-ups."

The Principal has established a Service Center especially to assist MAG Mutual clients. Please call **1-800-316-0143** toll free to arrange a meeting or to ask any questions. ●

MAG Mutual Helps New Physicians Acquire Their Credentials

MAG Mutual Insurance Company continues to help our physician owners by expediting the underwriting process for new physician applicants. Our goal is to help newly insured physicians in any way possible to become credentialed by HMOs, hospitals and others as quickly as possible.

Once we receive all the necessary underwriting information, MAG Mutual can provide proof of insurance coverage (Certificates of Insurance) up to 90 days prior to the effective date of coverage and waive any premium amount due prior to the date the physician will begin seeing patients.

As soon as you know a new physician will be joining your practice, please notify us so we can begin the underwriting process. The sooner we are able to obtain the information needed to complete the underwriting process, the sooner we can provide the proof of insurance coverage needed for credentialing purposes.

Please call our Underwriting Department at **1-800-282-4882** for more information or if you have any questions. ●

DID YOU KNOW?

MAG Mutual Healthcare Solutions, Inc. (MMHSI) can handle your billing and help you collect what your practice earns. MMHSI can save you time and expense, while generating revenue you may not be collecting.

MMHSI, a premier provider of innovative physician billing solutions for today's medical practice, will:

- Perform a free assessment of your needs
- Verify that Payor reimbursements match your contract
- Help improve collections and revenue
- Access proven technology

Special offer: MAG Mutual policyholders can save up to \$1,000 per covered physician on our medical professional liability insurance when you purchase our billing services. A maximum of \$25,000 in premium credits can be applied per group.

For more information call David Miller toll-free at **1-888-249-7872** or visit us at www.magmutual.com/hsi.

(Risk Management Tips, continued from page 1)

7. Work with the physician to establish realistic treatment goals. Remember, even when a cure is impossible, healing may be possible. While medical science has its limits, hope does not.

Use the above recommendations to help advance patient/physician communication and improve the potential for a true healing partnership.

For more information, please call Georgette Samaritan at **404-842-5686, 1-800-282-4882 ext. 5686** or visit our web site www.magmutual.com. ●

MAG Mutual Insurance Company rated A- Excellent by A.M. Best



MAG MUTUAL®
Because your patients come first.

the **MAGnet**™

MAG Mutual Insurance Co.
P.O. Box 52979
Atlanta, GA 30355-0979

© 2005 MAG Mutual Insurance Company

PRE SORT STD
U.S. POSTAGE
PAID
Atlanta, Ga.
Permit No. 3329