



THE MAGNET™



FOURTH QUARTER 2005

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YOUR SOURCE FOR IMPORTANT PHYSICIAN INFORMATION

Policyholder Service Center Opens for Your Calls

One thing has always set MAG Mutual apart from the competition: our unwavering commitment to world-class, *exceptional service*. Service is the MAG Mutual difference and the promise we make to our policyholder-owners.

To keep serving you at the highest levels, we have opened a Policyholder Service Center to help MAG Mutual respond to your telephone inquiry with the speed, professionalism and accuracy you deserve.

Now, callers to our main office numbers (**800-282-4882** and **404-842-5600**) will be first greeted by a short, automated welcome message to quickly help them get the service they need. Callers will be given a short menu of options that will route them directly to the appropriate resource in our Service Center.

The Policyholder Service Center has been functioning since September 6. Our Policyholders are already enjoying the quick and thorough assistance the Center provides. The knowledgeable and experienced staff have worked in various parts of MAG Mutual. They not only all bring a tremendous knowledge base, but more importantly, all have first class customer service skills. ●

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.

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.

(Continued on page 2)

Risk Management Tips

Establish and Follow a Return Call Protocol

Neglecting to return patient phone calls or taking a long time to do so can endanger your patients and harm your practice. The worse case scenario is to underestimate a medical need, and the patient doesn't get treated. Even in non-emergency situations, not returning calls creates the impression that the physician and practice don't care about the patient's well being and sets the stage for the practice losing that patient.

Your written procedure for returning phone calls should include:

Steps for answering the call. Front office staff should have triage guidelines, understand the urgency of the call, how to appropriately document and route each call.

Information to obtain from the patient. In addition to a description of the problem or question, staff should date and time the call, the caller's name, who received the call, the advice given and/or was a referral made, follow-up plan or disposition of the matter. It is also important to verify the patient's phone number and the best time to return the call.

Information the patient needs from the practice. Staff should tell the patient when to expect to hear back from you.

Methods for taking the messages. Some practices use electronic systems, others use notepads and/or customized forms placed in the medical record.

(Continued on page 2)

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

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. ●

(Risk Management Tips, continued from page 1)

Place to leave the message for you. Set up a process so everybody understands how messages are delivered.

System for noting you received and returned a message. This can help avoid confusion, duplicate work.

Time frame for returning patient phone calls. Most practices try to return calls by the end of the business day of the patient's original call.

Process for handling unusual or unexpected situations. For example, a patient refuses to leave a message in the voice mail system and wants to speak to the nurse or physician right away.

Don't wait until problems crop up to decide how the staff should handle return phone calls. If you need more information, please call Georgette Samaritan at **404-842-5686** or **1-800-282-4882, ext. 5686**. ●

Have you ordered your 2006 Physicians' Fee & Coding Guide yet?

The most comprehensive fee guide in America is yours from MAG Mutual Healthcare Solutions, Inc. To order, call toll free 1-888-738-7490 or visit www.coderscentral.com/feandcoding.

Also, your winter medical publications catalog, loaded with the most up-to-date medical books and practice management software and services, will be available in January. Look for it! ●

DID YOU KNOW?

You can buy medical practice supplies at discounted prices?

As a MAG Mutual member, you can buy the same supplies you are currently using and **enjoy a typical overall savings of 12-15 percent!** Save your practice money through the MAG Mutual and ILS National, LLC group purchasing program, on the following medical practice supplies:

- Medical supplies
- Office supplies
- Laboratory supplies
- Pharmacy supplies
- Record storage
- Medical waste disposal
- Much, much more...

For a free, confidential, no-obligation analysis of your current purchases and comparison with ILS pricing, call **1-888-249-7880**, toll free, for your MAG Mutual/ILS program representative.

POLICY CHANGES

New Declaration Page

We're really pleased to respond to policyholder suggestions and have made some changes to the Declaration Page in your medical professional liability policy. The revised page will now more clearly display the dollar amount of the coverage limits for each physician insured in the policy and their retroactive coverage date.

In addition, if you add or remove a physician from the policy during the policy year, you will be issued a supplemental DEC page specifically detailing the change and its impact on the policy.

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



MAG MUTUAL®
Because your patients come first.

the **MAGnet**™

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