With over 75,000 beds insured in the Senior Living Services industry, we understand the unique needs and challenges facing those in the “caring” business.

Assurance boasts strategic business relationships with multiple “A” rated insurance carriers focused on providing coverage to the senior living services industry. Our carrier relationships and access to a wide array of risk management programs and services provides creative program options to secure the best commercially available insurance and risk management programs for our clients.

When it comes to our performance, Assurance believes that success is not success unless you can prove it. Lucky for us, we can prove it as evidenced by each of these factual case studies. For more detail on each specific situation, please consult your Assurance representative.

**Drowning in Assigned Risk Pool**

A skilled nursing facility in Chicago, IL approached Assurance to aid them with their workers’ compensation insurance. The client’s previous broker placed them with an insurance company that didn’t provide loss control services and over the years, their claims and experience mod escalated. The insurance company non-renewed the client’s Workers’ Compensation policy due to losses and they were forced to enter the assigned risk pool. Assurance stepped in to seek market alternatives and work with the client to improve safety efforts and claims management.

» Assurance was able to structure an acceptable alternative market proposal that saved the client 38% from the assigned risk pool and also allowed them greater business flexibility.

**Carrier Not Rewarding Safety Culture**

A well-known 1,500 employee continuing care retirement community was concerned that their current insurance carrier was not rewarding them for their efforts in controlling their professional liability claims. While the organization’s claim activity had fallen in recent years as a result of an organization-wide quality and risk management initiative, the company’s professional liability premium remained high. Of further concern to the company was the fact that the insurance carrier continued to demand a $100K self-insured retention per claim. Assurance was invited in to review alternatives for the company.

» Our experience in the senior living industry lead to a 30% premium reduction in the client’s professional liability premium and eliminated the $100K self-insured retention.

**Out of Control Experience Mod**

A 3,500 employee nursing home facility in the Midwest had losses and claims significantly higher than industry average, which was contributing to an experience mod quickly on the way to surpassing 1.20. Assurance stepped in and developed loss prevention measures to reduce claims, including proper lifting procedures, drug screenings and a “Shoes for Crews” program. Also, Assurance’s claims advocacy team organized regular claims reviews with carriers. As a result, this client saw a steady improvement in their experience mod and a decrease in their workers’ compensation premium costs.

» Today, our client’s experience mod number is 0.84 – and continues to improve.
Solution to Insurance Crisis Needed

35% From 2000-2001, the long-term care industry was hit with a crisis in the liability insurance arena. Many liability insurance carriers exited the marketplace and those that were left were charging excessive prices. Scores of long-term care companies were facing the prospect of going without liability insurance. Assurance saw this crisis coming and had the foresight to create a member-owned liability insurance captive in 2001. The captive insurance company was one of the only affordable options that many long-term care facilities had and offered affordable insurance coverage, which was required by the lenders.

» Through the development of this member-owned liability insurance captive, Assurance was able to save each client who participated an average of 35% on their liability premiums.

Overhaul Required to Reduce Costs

40% A 160 employee home health agency located in Oak Forest, IL was receiving poor service and response time from their current insurance broker. After reviewing the company’s insurance program, Assurance identified a number of other issues. Their premiums were way out of line with current market conditions; they had numerous coverage gaps and pricing inefficiencies as a result of coverage being placed with five different carriers for various lines. Their previous broker’s lack of industry experience and market access was greatly affecting this company’s insurance program costs.

» Assurance was able to place all lines with one carrier who specialized in their industry and offered coverages to fill gaps, while also reducing premiums by 40%.

Citation Costs Escalate

50k A non-profit senior living services client in southern IL had recently completed their State Annual Survey with positive results, but a few weeks later had a follow up survey with the Centers for Medicare and Medicaid Services. During this survey, they were informed the facility had two “Immediate Jeopardy” citations. The facility never had this type of citation before and were very concerned about how to handle the situation. When a facility receives an “Immediate Jeopardy” citation, Category 3 remedies are enforced and penalty costs can add up quickly (penalties of $3,050-$10,000/day for each individual citation). Assurance sent a representative to the facility within a few hours of learning about the situation to develop a plan of correction in order to abate the two citations by that same evening. Had we not interjected immediately, the facility may not have been able to remedy the situation for a week or more. At $8,500 for one day of non-compliance, the costs for a week or greater would have added up to over $60,000.

» Assurance’s swift action and education reduced the potential penalties by over $50K.

“Assurance has saved us enormous amounts of premium costs over the years, while continuing to put our interests first.”

Heritage Enterprises