HEALTH CARE
RISK

DIAGNOSIS

TREATMENT

- The economic environment is demanding greater focus on risk
- The regulatory climate is growing more stringent
- Clinical risk and patient safety require more resources
- Managing physician risk requires new ideas and creativity
ARE YOU READY?

NO MATTER WHAT YOU DO OR WHERE YOU ARE, HEALTH CARE RISKS CAN THREATEN YOUR OPERATIONS, REPUTATION AND BOTTOM LINE.

THE WILLIS HEALTH CARE PRACTICE CAN HELP YOU DEVELOP AND OPTIMIZE A RISK MANAGEMENT STRATEGY ACROSS YOUR ENTIRE ENTERPRISE AND UNLOCK VALUE FOR YOUR ORGANIZATION.

■ ARE YOU EFFECTIVELY MITIGATING FINANCIAL AND CLINICAL RISK EXPOSURES?

■ HAVE YOU SUCCESSFULLY INTEGRATED RISK MANAGEMENT, PATIENT SAFETY AND QUALITY CARE PROTOCOLS?

■ DO YOU HAVE A STRATEGY FOR MANAGING PHYSICIAN RISK?

Your organization’s exposure to health care risks depends on many diverse but interrelated factors, including past and present operations, geography, contractual arrangements and the prevailing local legal and regulatory framework. Unique as they may be, all health care institutions face the similar challenge of managing and financing organizational risk while trying to remain focused on priority number one: delivering quality patient care.

The Willis Health Care Practice can bring your organization a structured analysis of its risks that guides you toward optimal use of scarce capital, maximizing coverage for insurable risks and developing strategies for managing all types of health care risk.

Willis brings cost savings to our health care clients in multiple ways:

■ A track record of innovation
■ A dedicated Health Care Practice with 300 professionals nationwide
■ Knowledge of the entire spectrum of the health care industry
■ Access to the global insurance market
■ Our client-centric business model
■ Transparency in compensation
■ Sophisticated risk analysis tools
■ Utilizing alternative risk transfer methodologies
■ Applying enterprise risk management strategies
THE WILLIS HEALTH CARE PRACTICE

We help organizations across all segments of the health care industry, including hospitals, health systems, physician groups and long-term care, managed care and miscellaneous health care facilities. We deliver customized solutions that complement your organizational objectives and risk philosophy.

Our Health Care Practice is a network of experienced and dedicated local insurance professionals led by our Client Advocates and backed by the pooled intellectual capital of our national practice – and all of Willis across the world.

The Willis Health Care Practice can:

- Identify and analyze all types of health care risks and potential liabilities
- Design and deliver the most cost-effective insurance and risk management program to address health care organizational exposures, including known, unknown, legacy and future issues
- Utilize insurance and risk financing strategies to maximize cost savings and bring optimal coverage for exposures
- Evaluate coverage needs through proprietary risk quantification and modeling techniques
- Analyze corporate structures for more efficiency in managing clinical and other risks, claims, patient safety and quality initiatives
- Address new and emerging exposures such as network privacy/cyber risk and clinical trials
- Address new regulations impacting clinical risk and patient safety
- Bring access to the global insurance market through our dedicated health care insurance brokerage teams in London and Bermuda
- Analyze Health Care Professional Liability claims management systems
- Provide day-to-day advice and counsel on a wide range of clinical risk and claims management operational issues
- Provide training, publications and seminars on topical health care risk issues
WHY WILLIS?

Willis has long been a leader in the management of health care risks – in fact, we were the first major insurance broker to establish a dedicated Health Care Practice. There is no substitute for experience, and we take great pride in our reputation for responsiveness, innovation, service excellence and timely delivery. These attributes are just a few of the many reasons that so many health care organizations choose Willis to help them manage their exposures:

CUSTOMIZED APPROACH

Solutions that work for you must be designed for you. To ensure that we can tailor our advice and solutions to your specific needs, we must gain a deep understanding of your organization, its culture and its objectives. This requires a commitment of time and resources that we are happy to make – and one of the main reasons we continue to be an industry leader.

TECHNICAL EXCELLENCE

We deploy a dedicated team of hand-picked professionals selected for their expertise in your business and the types of risk issues pertinent to your operations. Our members include nurses and attorneys, former health care risk managers and individuals with insurance carrier experience including underwriting, claims and clinical risk management. Our team has experience in every aspect of managing health care risk: alternative risk transfer (including captives and risk retention groups), risk analytics, clinical risk management, patient safety, quality and enterprise risk management.

EXPOSURE ANALYSIS AND ASSESSMENT

Our approach involves a comprehensive and strategic analysis of your risk exposures and risk management options including, when suitable, advanced risk analysis techniques such as CCoR™, a proprietary Willis risk quantification model. The Willis approach will provide you with a more credible and precise understanding of your exposure profile, enabling you to improve the quality of your risk management decisions, increase the efficiency of capital allocations and afford better protection to your corporate reputation.
BREADTH AND DEPTH OF RESOURCES

We provide seamless delivery of Willis’ vast technical resources through a single point of contact – the Willis Client Advocate®. Willis is Glocal: we deliver our resources around the world on a local basis, applying our broad experience and knowledge to the specific circumstances of each individual organization and the legal and regulatory framework in which they operate – wherever they operate.

MARKETING PHILOSOPHY

Our structure provides a distinct advantage in that the Willis professionals who work with clients to understand their organizational risks and objectives are the same professionals who approach the market on their behalf. This affords a full collaboration between you, your Client Advocate and the markets, resulting in a greater understanding of the factors that positively differentiate your operation or facility.

MANY REASONS, ONE RESULT

Whatever your corporate risk profile and your known or unknown potential risks, the Willis Health Care Practice can work with you to identify short-and long-term exposures, map out risk management strategies and obtain the coverages you need at the best terms available in the marketplace.