



Hanover Healthcare

▶ Marketplace Overview

The healthcare industry is one of the largest and fastest growing segments in the country. This is especially true for those sub-industries providing services to the aging population. Per capita healthcare spending for persons 65 and older was \$14,797, more than three times that of any other age group. The top 10 states by population possess 53.4% of the country's 65 and older population. Currently those 65 and older make up 12.8% of the American population. By 2020 that figure is expected to rise to 16.3% and then 19.6% in 2030. 65% of all care provided in the U.S. is outpatient. The U.S. spends twice what our peer countries spend on outpatient treatments and services.

Target Market

Hanover Healthcare targets a wide range of healthcare Businesses:

Allied Health Centers

Examples include:

- Medical Imaging
- Sleep Study Centers
- Pharmacies
- Optical Goods and Services
- Physical and Occupational Therapy
- Medical Diagnostic Laboratories
- Hospice Homes

Home Healthcare

Examples include:

- Companion Care
- Skilled Care
- Visiting Nurse Associations
- Hospice Care Services

Medical Equipment

Examples include:

- Durable and Home Medical Equipment
 - Retailers, distributors and service contractors of home medical equipment that is sold or rented that can be placed in the home to facilitate treatment or rehabilitation. Examples include wheelchairs, oxygen, mobility equipment, medical gas equipment, and feeding pumps.
- Orthotics and Prosthetics
 - Practitioners, distributors, retailers, fabricators and fitters of a wide range of orthotic and prosthetic devices

Eldercare

Examples include:

- Skilled Nursing Facilities
- Assisted Living Centers
- Continuing Care Facilities
- Independent Living Communities

continued ▶

Key Competitive Advantages

In addition to offering healthcare providers a complete suite of industry-specific coverages, Hanover Healthcare offers the following advantages:

- The Hanover provides a fully-integrated, single-source risk management program that combines underwriting, claims, and risk management services with best-in-class loss control services designed to help healthcare clients minimize or avoid risk
- Well-designed, highly relevant flexible coverages that can be customized to meet the unique insurance needs of various healthcare businesses
- Over 20 years' experience providing comprehensive customer assessments in the healthcare industry combined with a knowledgeable team of program management professionals with firsthand experience in the healthcare industry
- Dedicated trained underwriters, risk managers, and claims professionals who are experts in this industry
- Policyholder website provides up-to-date and immediate access to resources and information about coverages and services, product enhancements, and much more
- "A"-rated insurance coverage strength, combined with cost-effective insurance solutions

Who Can Access

Available to Select Hanover Partner Agents with specialty expertise in writing this business and who have a strong commitment to growth with The Hanover.

Core Product Offerings

Hanover Healthcare's flexible array of coverages and services can be customized to meet the unique needs of this diverse industry. Additionally, we offer tailored coverages for the Allied Healthcare Centers, Home Healthcare and Medical Equipment, and Eldercare sectors.

Allied Health Centers, Home Healthcare and Medical Equipment Products

Core Coverages

- General Liability (including Products/Completed Operations), Professional Liability, Auto, Property, Inland Marine, Umbrella, and Excess Liability coverage
- Property and General Liability Broadening Endorsements provide enhanced coverage protection for your operations

Special/Value-Add Coverages

- Professional Liability is available on either Occurrence or Claims Made coverage forms with option for separate limits of insurance
- Physical and Sexual Abuse Coverage
- Emergency Event Management Coverage
- Independent Medical and Non-Medical Contractors Coverage
- Medical Director's Coverage
- Administrative Defense Endorsement—covers expenses related to any federal, state, local or other third party investigations (i.e., Medicare/Medicaid, HIPAA)
- Data Breach
- Other Liability coverage available such as: Employee Benefits Liability, Employment Practices Liability, Stop Gap, etc.

Eldercare Products

The Hanover's dedicated underwriting team of Eldercare specialists offers a comprehensive all-lines solution (excluding Workers' Compensation) for the Eldercare industry including:

Core Coverages

General & Professional Liability

- Excess/Surplus combined General Liability/Professional Liability product
- Abuse and Molestation with limits up to \$1M
- First dollar, Self-Insured Retentions and suite of additional liability broadening endorsements

Excess

- Excess policy with limits up to \$5M over General Liability/Professional Liability and auto. Excludes abuse and molestation and punitive damages

Property

- Array of Property Broadening Endorsements that provide a suite of coverage extensions and enhancements
- Emergency Event Management Coverage
- Data Breach Coverage

Special/Value-Add Coverages

- Emergency Evacuation Expense
- Administrative Defense
- Public Relations Expense
- Religious Counseling Professional Liability
- Innocent Party Defense

Special/Value-Add Coverages

We offer a broad array of specialized coverages and services that healthcare businesses can tailor to meet their specific needs.

- Our Total Account Solution for various healthcare industry segments combines Hanover's Healthcare Professional Liability coverages with Hanover's Property and Casualty offerings. Most of our competitors distribute these products via multiple channels in order to round-out healthcare industry accounts. We represent a single source channel for agents to access all coverages necessary for the healthcare clients on which we focus.
- Hanover Healthcare is the endorsed insurance program for the American Association for Homecare Members since 1992
- Hanover Healthcare is the endorsed program for the Florida Podiatric Medical Association and the Pennsylvania Podiatric Medical Association
- Hanover will offer a Total Account Solution for Assisted Living Facilities including both Property and Casualty coverages. Most competitors do not offer a packaged product and usually write either Property or Casualty, but not both.
- Policyholder website provides up-to-date and immediate access to resources and information about coverages and services, product enhancements, and much more
- Unparalleled Risk Management and Loss Control services directly relevant to Healthcare Services organizations

Underwriting Model

Underwriting is done for all lines by our centralized healthcare underwriting team located in Virginia.

Key Marketing Tools

We offer a full range of marketing tools to help agents understand our capabilities, appetite, and products and to help supplement and amplify their sales efforts:

- [Healthcare Agent Brochure \(126-0003\)](#)

Eldercare

- [Eldercare Agent Brochure \(126-0081\)](#)
- [Eldercare Customer Risk Review Checklist \(126-0083\)](#)
- [Eldercare Customer Coverage Review Customer Guide \(126-0084\)](#)
- [Elder Customer Prospecting Letter \(126-0086\)](#)
- [Eldercare Customer Information Sheet \(126-0085\)](#)
- [Eldercare Great Reasons Why Customer Flyer \(126-0082\)](#)

Home Medical Equipment

- [Home Medical Equipment Agent Information Sheet \(126-0031\)](#)
- [Home Medical Equipment Customer Risk Review Checklist \(126-0055\)](#)
- [Home Medical Equipment Coverage Review Customer Guide \(126-0047\)](#)
- [Home Medical Equipment Customer Prospecting Letter \(126-0039\)](#)
- [Home Medical Equipment Customer Information Sheet \(126-0044\)](#)
- [Home Medical Equipment Great Reasons Why Customer Flyer \(126-0042\)](#)

Home Healthcare

- [Home Healthcare Agent Information Sheet \(126-0033\)](#)
- [Home Healthcare Customer Risk Review Checklist \(126-0056\)](#)
- [Home Healthcare Coverage Review Customer Guide \(126-0049\)](#)
- [Home Healthcare Customer Prospecting Letter \(126-0038\)](#)
- [Home Medical Equipment Customer Information Sheet \(126-0046\)](#)
- [Home Healthcare Great Reasons Why Customer Flyer \(126-0041\)](#)

Allied Healthcare Centers

- [Allied Healthcare Centers Agent Information Sheet \(126-0069\)](#)
- [Allied Healthcare Centers Customer Risk Review Checklist \(126-0074\)](#)
- [Allied Healthcare Centers Coverage Review Customer Guide \(126-0073\)](#)
- [Allied Healthcare Center Customer Prospecting Letter \(126-0072\)](#)
- [Home Medical Equipment Customer Information Sheet \(126-0070\)](#)
- [Allied Healthcare Centers Great Reasons Why Customer Flyer \(126-0071\)](#)

Orthotics and Prosthetics

- [Orthotics and Prosthetics Agent Information Sheet \(126-0058\)](#)
- [Orthotics and Prosthetics Customer Risk Review Checklist \(126-0057\)](#)
- [Orthotics and Prosthetics Coverage Review Customer Guide \(126-0063\)](#)
- [Orthotics and Prosthetics Customer Prospecting Letter \(126-0059\)](#)
- [Orthotics and Prosthetics Customer Information Sheet \(126-0066\)](#)
- [Orthotics and Prosthetics Great Reasons Why Customer Flyer \(126-0044\)](#)



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