

July 29, 2014

With a rapidly changing marketplace, ProAssurance Mid-Continent shares information to help you maximize your efforts. So this issue of our monthly newsletter offers you something we will provide periodically: a “hit list” of our most successful classes of business. This list provides a good cross-section of our hottest classes by hit ratio and territory for your consideration.

Our first list below provides a snapshot for the initial six months of 2014. Please understand we encourage submissions from all classes; these lists simply help provide a clear focus on successful business classes within our Allied & Miscellaneous Medical, Social Services, and Long-Term Care programs.

Looking at the **national** picture, two classes are no surprise. *Home health* is at or near the top by hit ratio in almost every territory. Always a strong class, competition in this arena means recent submissions have been less robust. There’s an especially strong showing for home health in **Texas**, though not much of a presence in California.

The **top classes in Texas** continue to be *home health, medical personnel staffing, non-emergency medical transport, and medical directors*. In **California** we also see strong writings for *transport and personnel services*, along with a large number of submissions and hits on *Group Homes and Personal Care Homes*. Surprisingly, the one other territory with personal care homes at the top is **Alaska**.

The **South and Midwest** regions also are experiencing success with *group homes*, particularly mental health and alcohol/drug rehabilitation group homes. In **Florida and the South** in particular, *home health and staffing* made an expected strong showing, but here we also are seeing a lot of *assisted living facilities*.

Finally, the **Southwest** continues its trend with *assisted living*, but a new class emerges with a notable showing for *adoption agencies*. ProAssurance Mid-Continent does not write risks involving youth overnight exposures in our Social Services program, but *adoption AGENCIES* are great for us. As long as there is no youth residential, please send those submissions our way!

Unsurprisingly, most top classes are represented by our brandable flyers in our broker toolbox at ProAssuranceMidContinent.com—on which your information looks great! Add your company logo and submission information, and use these to ask your agents for these types of risks.

We’ll take a look from a different perspective soon! All the best of summer to you ...

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