

June 26, 2014

We're already halfway through 2014, and what a year it has been! Thanks to your efforts, our Allied and Miscellaneous Medical program is a powerhouse; you've also grown our Social Services and Long-Term Care programs by leaps and bounds. Thank you for a spectacular year in the making.

This month we're spotlighting a powerful tool to help you keep the momentum going—cobranded marketing flyers. These point-of-sale pieces help you showcase ProAssurance Mid-Continent products and services while also highlighting your agency. The left side of the flyer provides clear, concise information about a specific program/class. The right side is blank, allowing room for you to insert your logo and submission information. These flyers are a great tool to show your agents you have a market for these types of risks. And they're versatile—you can attach flyers to an email and include a link to the appropriate application or print them for personal meetings with agents.

The following marketing flyer templates are now available for your use:

- Allied/Misc Medical Program
- Social Services Program
- Long-term Care Program
- Medical Personnel Staffing Class
- Home Health Class
- Social Services Group Homes Classes
- Non-Emergency Ambulatory (Medical Transport) Class
- Personal Care Homes

It's easy to download flyer templates for your customization at [ProAssuranceMidContinent.com](http://ProAssuranceMidContinent.com). Click the "Broker Toolbox" icon in the bottom right corner of our website's homepage.

You will have access to an expanded library of flyers in the coming months. Please let us know which classes you think are most important for our development priority.

Thank you for your interest and letting us know how we can help you succeed with ProAssurance Mid-Continent products. If you have suggestions or feedback, please contact Jason Esparza ([jeparza@proassurance.com](mailto:jeparza@proassurance.com)) or Brent Neeley ([bneeley@proassurance.com](mailto:bneeley@proassurance.com)).