

MICA Brand Refresh & Market Launch

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MICA Brand Refresh & Market Launch

Challenges

- MICA needs to establish clear differentiation in the space
- MICA needs to create a clear strategy for inbound or outbound marketing
- Corporate positioning is somewhat dated

Target Audience

- Independent physicians and surgeons (MDs and DOs) in solo or group practice, who may or may not own a medical facility
- Practice Administrators
- Associated Health Plans

MICA Brand Refresh & Market Launch

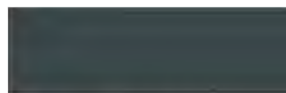
Communications Objectives

- Design and implement a plan to create a more effective web presence that differentiates MICA and attracts/converts targeted prospects
- Update corporate positioning to support distinction and align with target audience needs
- Create an inbound/outbound growth strategy
- Increase customer lifetime value
- Nurture lost customers and missed opportunities

Touchpoints

- Corporate Repositioning
 - Logo
 - Type
 - Tagline
 - Website
- Social Media
 - *LinkedIn*
 - *Twitter*
 - *Facebook*
 - *Youtube*
- Direct Mail
- Podcast Ad
- Convention
 - *Merchandise*
 - *Brochure*

Colors and Typography



4D6466



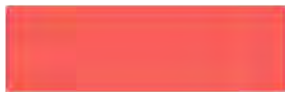
789E9E



B7D8D6



EEF3D8



FE615A

Roboto

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
Rr SsTtUuVvWwXxYyZz

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz**

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

Tagline

“By Doctors For Doctors”

Logo

The logo features the word "MICA" in a bold, sans-serif font. The letter "M" is light teal, while "I", "C", and "A" are a darker teal. Above the "M" and "I" are two solid teal circles of the same size, positioned as if they are the heads of the letters. A thin horizontal line is positioned below the word "MICA".

MICA

BY DOCTORS FOR DOCTORS

Logo Variations



Logo Usage



Social Media: Twitter



A vertical advertisement for MICA. At the top is a photograph of surgeons in an operating room. Below the photo is a circular logo with 'MICA' and 'BY DOCTORS FOR DOCTORS'. To the right of the logo is the text 'Peace of Mind.' in a bold, italicized font. Below this is a paragraph of text: 'MICA provides our customers with the knowledge and coverage in the event of a malpractice lawsuit, giving them peace of mind to focus on caring for their patients.' At the bottom of the ad is a dark teal bar with four white circular icons for Facebook, Twitter, YouTube, and LinkedIn.



Social Media: Twitter



Social Media: Linked In



Social Media: Linked In



The screenshot shows the LinkedIn profile for Mutual Insurance Company of Arizona (MICA). The header features the MICA logo with the tagline "BY DOCTORS FOR DOCTORS" and a background image of medical professionals in a clinical setting. Below the header, the company name "Mutual Insurance Company of Arizona (MICA)" is displayed, along with its location "Insurance Phoenix, AZ" and "328 followers". A navigation bar includes "Home", "My Network", "Jobs", "Messaging", "Notifications", "Me", and "Work". The main content area is divided into sections: "Home" (with a sidebar menu for About, Life, Jobs, People, Videos, Ads), "Recently posted videos" (featuring a video about MICA's medical professional liability insurance), "5 recently posted jobs" (listing roles like Graphic Designer and Insurance Agent), and "Affiliated pages" (including Kambada Music).



The screenshot shows a sponsored LinkedIn post on a smartphone. The post is from MICA and is titled "Watch our webinar to learn about release, retention, reproduction fees, and the disposal of medical records." It includes a list of relevant hashtags: #Physicians #healthcare #PAs #NP #NursePractitioner #PhysicianAssistant #Doctors. Below the text is a video thumbnail featuring a doctor in surgical attire. The video description states: "MICA offers medical and professional liability insurance coverage for individual physicians, physician groups, advanced healthcare professionals and medical facilities. MICA is the market leader for medical professional liability insurance in Arizona, and we are steadily growing in Colorado, Nevada and Utah." At the bottom of the post, there is a call to action: "Learn More about MICA" and "Learn why MICA Has been ...". The post has 20 likes, 562 comments, and 311 shares.



MICA

Social Media: Facebook



MICA
BY DOCTORS FOR DOCTORS

MICA's online CME modules are a great way to refresh your knowledge of Risk Management topics and get CME credit at the same time.

MI Community's clinical risk management and patient safety education enables physicians, nurses, and physician assistants to focus on current and emerging risks, gaining up-to-date actionable knowledge of standards, practices, regulations and advances in health care. CME credits can be earned with 24/7 access from any web-enabled device.

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MICA

Social Media: Facebook



MICA
BY DOCTORS FOR DOCTORS

Social Media: Youtube



Social Media: Youtube

MICA Mutual Insurance Company of Arizona (MICA)
500,000 subscribers

Risk Management Webinar: Cyber Security & Risk Management
300,000 views • 7 days ago

Medical decision making capacity is the basis of informed consent. In this webinar, Paul Giancola Esq. (Partner - Snell & Wilmer LLP) discusses the ability of a patient to understand the benefits and risks of, and the alternatives to, a proposed treatment or intervention.

The threats of natural disasters, a global pandemic, and medical records held hostage came to light in 2020. Susan Doucette of Tokos Marine HCC and covers cyber liability coverage through e-Med Protection in the MICA medical professional liability policy, prevention and management of breaches, and web-based resources for MICA members.

UPLOADS PLAY ALL

- Who is MICA?** 100,000 views • 5 days ago
- Medical Decision Making** 22:46 200,000 views • 5 days ago
- Anytime Learning** 16:28 100,000 views • 4 days ago
- Telemedicine Liability** 50:09 200,000 views • 5 days ago
- A COVID-19 World** 22:44 100,000 views • 8 days ago
- Medical Malpractice** 16:38 100,000 views • 7 days ago



Podcast

“Specializing in medical professional liability insurance, MICA has been a leader in the industry for the past 45 years with services in Arizona, Colorado, Nevada and Utah.

Founded by Arizona physicians we strive for loyalty and trust with our members. With our stable pricing, outstanding risk management programs and experienced claim staff, MICA truly is here for you. MICA by doctors for doctors.”

- 30 Second sponsorship
- On Podcasts such as:
 - 2 Docs Talk
 - The Future Of Healthcare

Direct Mail: Magnet



Direct Mail: Magnet



MICA

Convention

- Any medical or insurance conference or convention
- Mockups of various sizes
- This will give the potential to reach new guests by passing out brochures filled with information and merchandise to remind them to choose MICA



Brochure



About MICA

In 1976 MICA was founded upon a mission to protect and defend the practice of medicine. Over the years, MICA has become a leader in medical professional liability insurance for physicians, medical groups, medical facilities, and advanced healthcare professionals. MICA continues to prove its value to members with stable pricing, prudent underwriting principles, outstanding risk management programs and experienced claims staff.

Connect With Us

Twitter: @mica_insurance
Facebook: @MICA_Insurance
LinkedIn: mica_insurance
YouTube: MICAInsurance

Contact Us

Website: www.mica-insurance.com
Phone: 602.956.5276
2602 E. Thomas Road
Phoenix, Arizona 85016



MICA

BY DOCTORS FOR DOCTORS

Mutual Insurance Company of Arizona



MICA Coverage Options

- Individual Physicians and Surgeons
- Advance Healthcare Professionals - CNM, CRNA, NP and PA
- Business Enterprise (Groups)
- Medical Facilities
- Part-Time Coverage and Retired Volunteer options

Risk Management Services

MICA utilizes leading risk managers, industry experts, and experienced defense attorneys to produce timely, educational resources that address issues health care professionals are facing in today's patient-care environment. Online CME courses, including specialty-specific courses, are available on our website 24/7. MICA Risk Management Consultants are also available to provide customized presentations and support services to meet the unique needs of your practice and specialty.

Dividends

MICA's history of financial strength allows us to keep our commitment to return funds to members when financial results are favorable.

- Since our founding, MICA has proudly distributed over \$683 million in dividends* to policyholders.
- The 2020 policy year dividend declaration was equivalent to approximately 25% of policyholder annual premium.
- MICA members have received a dividend distribution for the last 16 consecutive years.

Why Choose MICA

Customer Service

The MICA Customer Service team provides live assistance, during business hours, through our dedicated customer service line. Representatives are prepared to answer questions regarding policy coverage, changing needs, and assist in accessing resources on the MICA website.

Claims Expertise

We support our policyholders' right to have their day in court to protect their reputation. Over the past 5 years MICA has received defense verdicts in 94% of cases taken to trial. We will not settle a claim without the member's written consent. And unlike many carriers, MICA offers Discretionary Medical Payments, paying for the medical expenses of persons injured by an insured's treatment, regardless of fault.

** The dividends declared for the 2020 policy year reflects the company's financial performance. Past performance does not guarantee future dividends.*

This policy has exclusions, limitations, and terms under which the policy may be continued in force or discontinued. For costs and complete details of coverage, contact your insurance agent or MICA.



Brochure



Merchandise



MICA

Website

MICA
BY DOCTORS FOR DOCTORS

[Apply for Coverage](#) [Request a Quote](#)

[WHY CHOOSE MICA](#) [MICA FAMILY OF COMPANIES](#) [ABOUT US](#) [KNOWLEDGE CENTER](#) [APPLY](#)

Peace of Mind.

MICA provides our customers with the knowledge and coverage in the event of a malpractice lawsuit, giving them peace of mind to focus on caring for their patients.

[About MICA](#) [Covid-19 Update](#)

My MICA Login

Login ID

Password

[Login](#)

[FORGOT LOGIN/PASSWORD](#)
[CREATE ACCOUNT](#)

Stability Through the Peaks and Valleys of the Insurance Cycle.

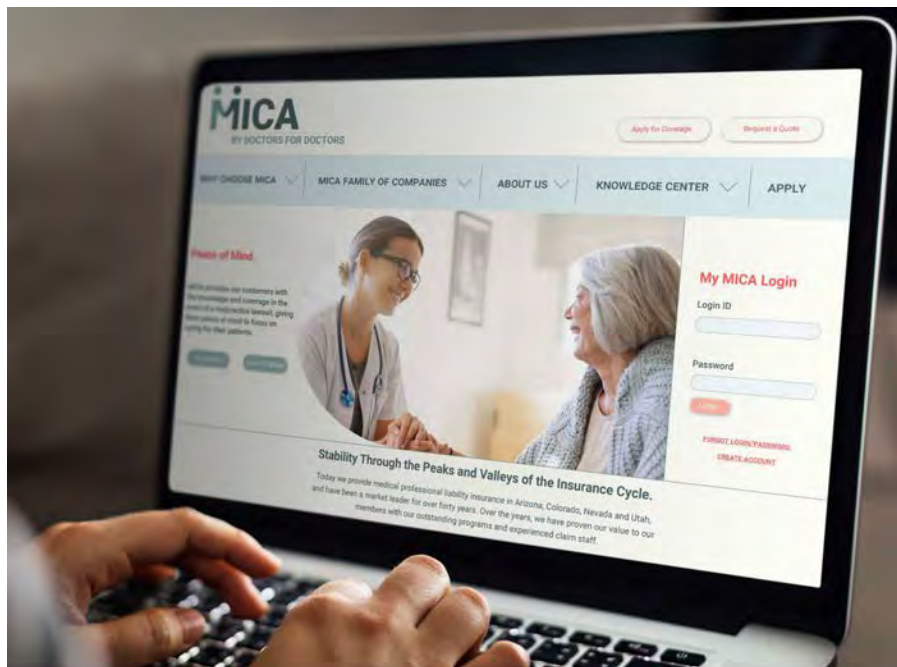
Today we provide medical professional liability insurance in Arizona, Colorado, Nevada and Utah, and have been a market leader for over forty years. Over the years, we have proven our value to our members with our outstanding programs and experienced claim staff.



Website



Website



MICA
BY DOCTORS FOR DOCTORS

Apply for Coverage Request a Quote

WHY CHOOSE MICA MICA FAMILY OF COMPANIES ABOUT US KNOWLEDGE CENTER APPLY

Peace of Mind.

MICA provides our customers with the knowledge and coverage in the event of a malpractice lawsuit, giving them peace of mind to focus on caring for their patients.

View MICA View My Service

My MICA Login

Login ID

Password

Forgot Username/Password Create Account

Stability Through the Peaks and Valleys of the Insurance Cycle.

Today we provide medical professional liability insurance in Arizona, Colorado, Nevada and Utah, and have been a market leader for over forty years. Over the years, we have proven our value to our members with our outstanding programs and experienced claim staff.

What Our Clients Are Saying

"I don't think I'll ever forget my medical professional liability insurance. I mean that, MICA will be there if I need them. It's just what I need when things like this come up." — James J. Kellie, M.D., M.D. (Neurological Services, LLC)

OUR LATEST NEWS

COVID-19: Practicing Medicine During a Pandemic
Labor Utilization and Risk Management Discussion
Learn More

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TERMS OF SERVICE PRIVACY POLICY SITE MAP SYSTEM SUPPORT

Apply for Coverage Request a Quote

MICA

Keywords

- Medical Professional Liability Insurance
- Medical Malpractice Insurance company
- Mutual Insurance Company of Arizona
- Medical Malpractice Insurance
- Medical Malpractice
- Medical Professional
- Liability Malpractice insurance
- Medical Professional Liability
- Liability Insurance Medical
- Malpractice Insurance

Monthly Budget

Print Pieces- \$790

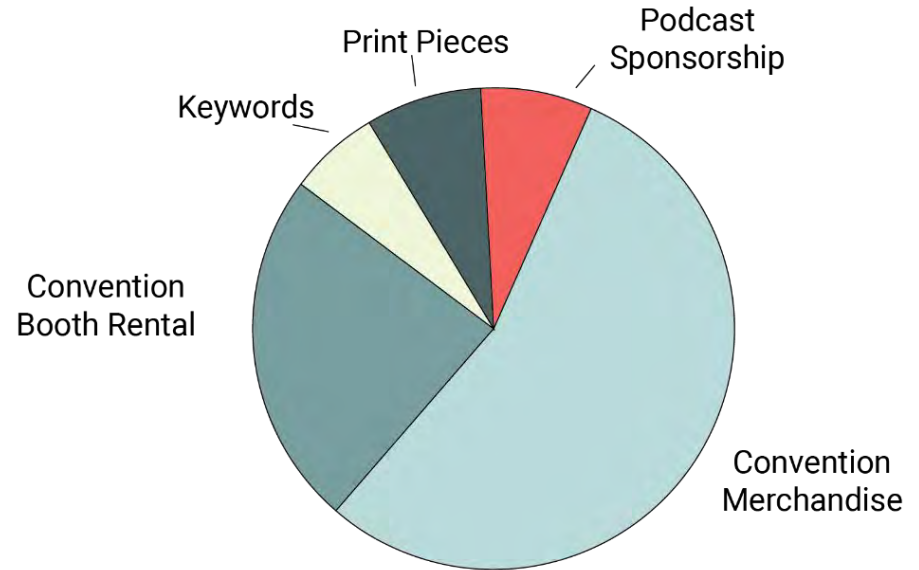
Convention Merchandise- \$5,750

Convention Booth Rental- \$2,500

Podcast Sponsorship- \$800

Keywords- \$670

Total- \$10,510



Budget

Print pieces- \$9,480

Convention Merchandise- \$23,000

Convention Booth Rental- \$10,000

Podcast Sponsorship- \$10,000

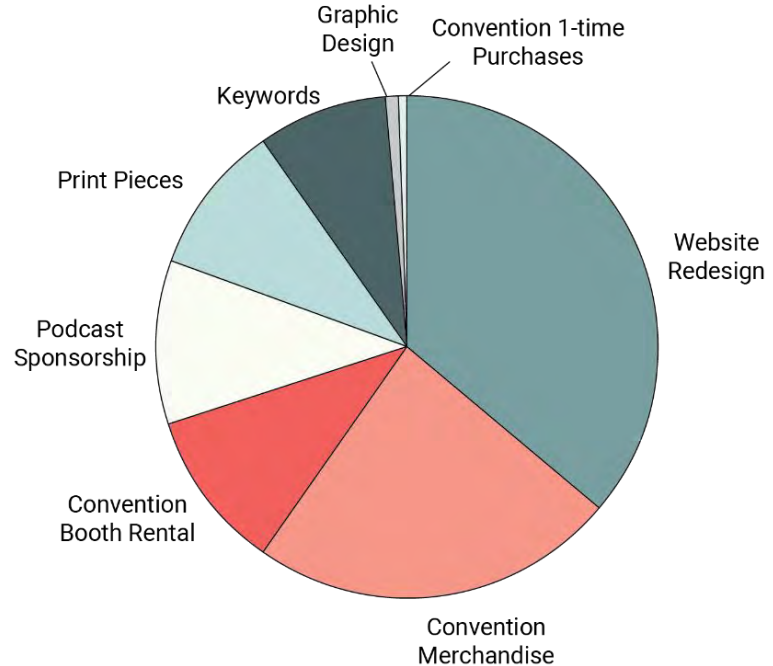
Keywords- \$8,028

Website Redesign- \$35,000

Graphic Design- \$800

Convention 1-time Purchases- \$475

Total- \$96,783



Why MICA?

We believe that through our corporate repositioning we have emphasized and exhibited the core beliefs of MICA and carried it throughout all the touchpoints.

Thank you for your time

Do you have any questions for us?



The logo for MICA features a stylized lowercase 'i' in a teal color, followed by a lowercase 'm' in a dark grey color, and the uppercase letters 'I', 'C', and 'A' in a dark grey color. The 'i' and 'm' are connected at their base.

iMICA

Thank you!