

# **MICA Brand Refresh & Market Launch**

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# Objectives

## Main Objective:

Create a plan that will create a more effective web presence that proves MICA is different from the rest of the competition and attracts/converts targeted prospects, allowing them to be converted to new customers.

## How to do this:

Establish MICA as the thought leader of the industry

Use Inbound/Outbound marketing to attract/convert customers, ones already established in the company as well as possible newcomers

Update tagline and logo to modernize and grow corporate positioning

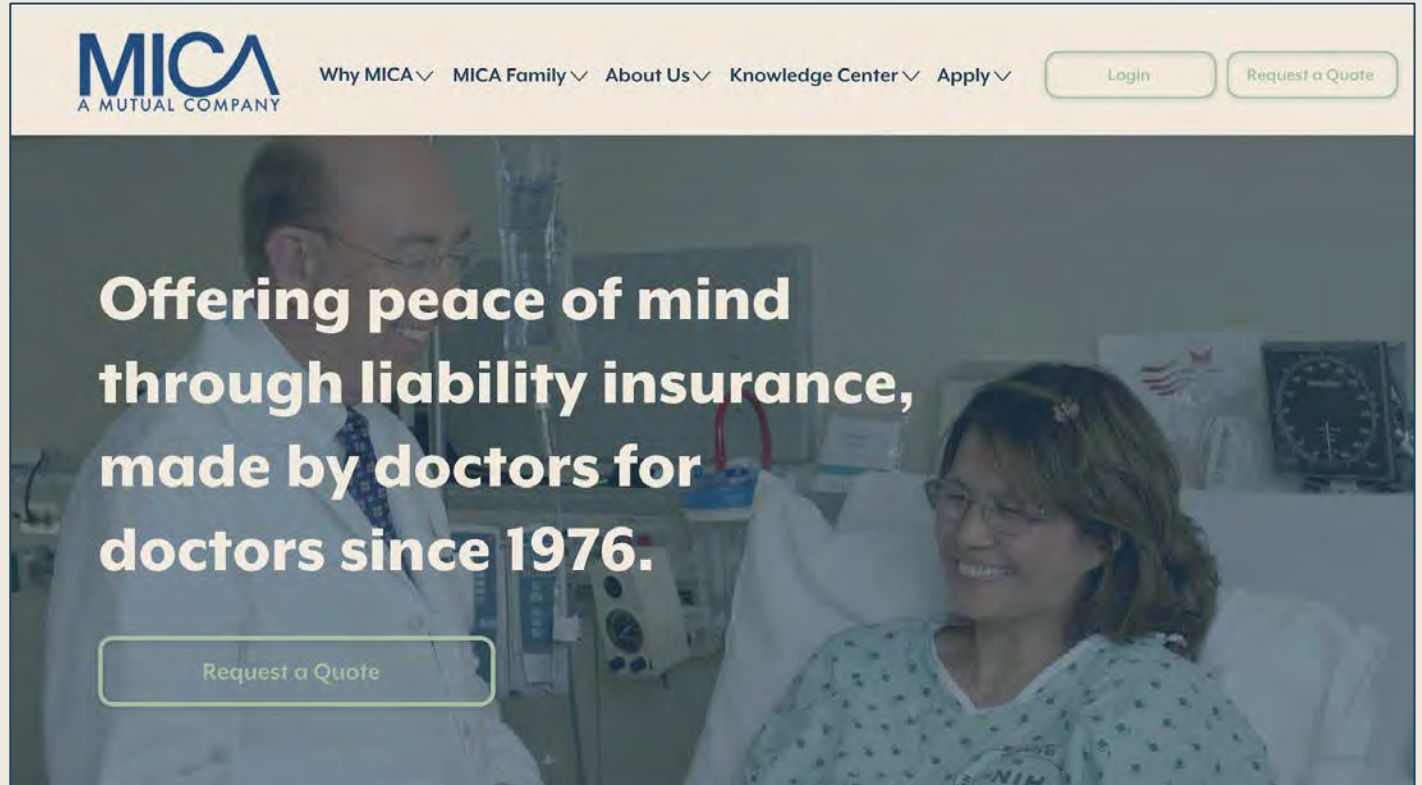
# Logo Update

The old logo features the word "MICA" in a bold, blue, sans-serif font. The letters are thick and rounded, with a slightly irregular, hand-drawn appearance. The 'M' has a rounded top, and the 'A' has a rounded bottom.The new logo features the word "MICA" in a bold, blue, sans-serif font. The letters are more uniform and modern than the old logo. Below "MICA" is the tagline "A MUTUAL COMPANY" in a smaller, blue, sans-serif font. The tagline is centered under the word "MICA".

## Tagline

*"Made by doctors, for doctors since 1976."*

# Website



**MICA**  
A MUTUAL COMPANY

[Why MICA](#) [MICA Family](#) [About Us](#) [Knowledge Center](#) [Apply](#) [Login](#) [Request a Quote](#)

**Offering peace of mind  
through liability insurance,  
made by doctors for  
doctors since 1976.**

[Request a Quote](#)

# Website

**The threat of a malpractice lawsuit can hold you hostage, and keep you from being the best doctor to your patients.**

Without coverage, your practice may feel restricted, and you can easily get stuck in a cycle of worry wondering what you would do if the worst happened. The good news is we're here to help, because we've been there.

# Website

Are you ready to practice free of worry and insecurity?



Know you're in  
safe hands



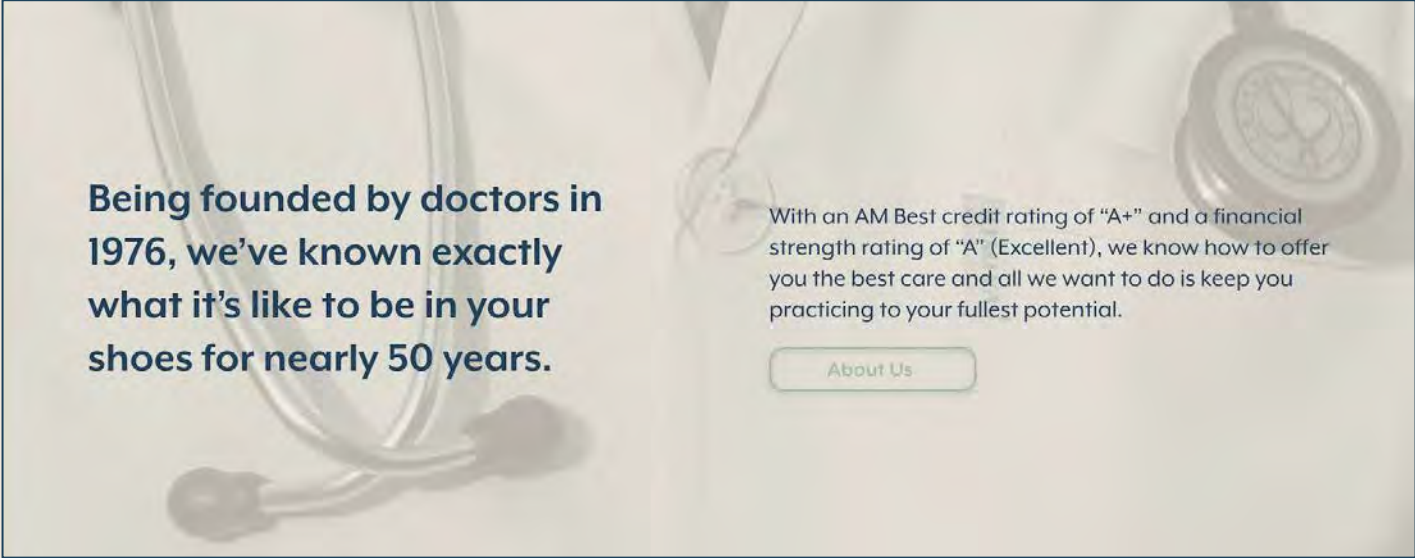
Practice with  
protection



Give your patients  
the best care

[Request a Quote](#)

# Website



**Being founded by doctors in 1976, we've known exactly what it's like to be in your shoes for nearly 50 years.**

With an AM Best credit rating of "A+" and a financial strength rating of "A" (Excellent), we know how to offer you the best care and all we want to do is keep you practicing to your fullest potential.

[About Us](#)



# Website

Getting started is simple.

1. Request a quote
2. Apply for Coverage
3. Start your journey with MICA

Request a Quote

# Website

## Testimonials

“Knowing I am insured with a company with a lot of experience and knowledge provides me with peace of mind that I will have strong support in the event of a malpractice case.”

Shelly Klein, M.D. | MICA Member Since 2002



# Website

## Our Articles



**How Do You Deal With Difficult Patients?**  
by Karen Frapelli



**What is Liability Insurance and Why Do You Need It?**  
by Jeffrey Minchaun



**The Top 5 Best Ways to Avoid a Malpractice Lawsuit**  
by Karen Frapelli

# Website

## Our Youtube Channel



*Made by doctors, for doctors since 1976.*

# Social Media: Facebook

The image shows a screenshot of the Mutual Insurance Company of Arizona - MICA Facebook page. The page header features a cover photo of two doctors in a clinical setting with the text "Made by Doctors for Doctors Since 1976". Below the cover photo is the MICA logo and the company name "Mutual Insurance Company of Arizona - MICA" with the handle "@MICA\_Insurance - Insurance Broker". A blue "Contact us" button is visible. The page navigation includes "Home", "About", "Photos", "Videos", and "More". The "About" section states: "MICA is a physician-owned and directed mutual insurance company. We provide medical professional liability insurance in Arizona, Colorado, Nevada, Utah... See More". It also lists "13,264 people like this", "9,212 people follow this", and "817 people checked in here". The "Photos" section shows a grid of images. A prominent post from MICA, dated April 24 at 3:06 PM, features a photo of three female doctors in blue scrubs and the text: "Celebrate 45 years of offering peace of mind through liability insurance. Made by doctors for doctors since 1976." The post has 162 comments and 200 shares.

# Social Media: Twitter

The screenshot shows the Twitter profile for MICA (@MICA\_Insurance). The profile header includes the name 'MICA', the handle '@MICA\_Insurance', and a bio: 'MICA is a physician-owned and directed mutual insurance company. We provide medical professional liability insurance in Arizona, Colorado, Nevada and Utah.' The location is 'Phoenix, AZ', the website is 'mica-insurance.com', and it was joined in February 2018. There are 500 following and 27.4K followers. The profile picture features a man and a woman in a medical setting with the text 'Made by Doctors for Doctors Since 1976' and the MICA logo.

The main content area shows a tweet from MICA (@MICA\_Insurance) dated April 24, celebrating 45 years of doctors helping doctors. The tweet includes a photo of five medical professionals (three men and two women) standing together. The text of the tweet reads: 'Mutual Insurance Company of Arizona. MICA has been offering peace of mind through liability insurance, made by doctors for doctors since 1976. Start your journey with MICA today. # mica-insurance.com'. The tweet has 22 retweets and 47 likes.

Below the tweet is another tweet from MICA (@MICA\_Insurance) dated April 21, titled 'Dealing with difficult patients' with a link to a YouTube video: 'http://www.youtube.com/user/MICAinsurance'.

The right sidebar shows 'You might like' recommendations for 'Arizona Medical Association' (@ArizonaMedicine), 'UAZ Medicine - Phoenix' (@uazmedpix), and 'Arizona Physician M...' (@AZPhysician). There is also a 'Trends for you' section with links to 'Terms', 'Privacy policy', 'Cookies', 'Ads info', and 'More'.

# Digital Ads

*The best malpractice insurance made by doctors, for doctors since 1976.*

Request a Quote

**MICA**  
A MUTUAL COMPANY

The threat of a malpractice lawsuit can **hold you hostage**, and keep you from being the **best doctor** to your patients. Contact us today to **be free**.

Request a Quote

**MICA**  
A MUTUAL COMPANY

Without coverage your practice may feel **restricted**, and you can easily get stuck thinking about the **worst that could happen**.

The good news is we're here to help, because **we've been there**.

Request a Quote

**MICA**  
A MUTUAL COMPANY

*The best malpractice insurance made by doctors, for doctors since 1976.*

Request a Quote

**MICA**  
A MUTUAL COMPANY



# Digital Ads

medscape.com

Edition: **ENGLISH** DEUTSCH ESPAÑOL FRANÇAIS PORTUGUÊS

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**Medscape** Monday, April 26, 2021

NEWS & PERSPECTIVE DRUGS & DISEASES CME & EDUCATION ACADEMY VIDEO DECISION POINT

*The best malpractice insurance made by doctors, for doctors since 1976.*  
Request a Quote MICA

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LIVE UPDATES COVID-19 | Cardiology | Diabetes & Endocrinology | Family Medicine | Hematology-Oncology | Internal Medicine | Neurology | Psychiatry | All

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**Transgender Teens: Is the Tide Starting to Turn?**  
Medscape Medical News | 6 hours ago | 1

Who is Keira Bell? This brave young woman took on the medical establishment in the UK over her treatment for gender dysphoria and

**One Billionth Global COVID Vaccine Delivered**  
WebMD Health News | 3 hours ago

**Promising Data on Once-Weekly Insulin, Phase 3 Study Ongoing**



# Digital Ads

MICA MICA Insurance  
Sponsored

Learn more about the best Malpractice insurance made by doctors, for doctors since 1976. Get a free quote today!

**The threat of a malpractice lawsuit can hold you hostage, and keep you from being the best doctor to your patients. Contact us today to be free.**

Request a Quote

MICA  
A MUTUAL COMPANY

Getting a quote today will help you and your practice in many ways.  
Take a look at MICA Insurance  
www.mica-insurance.com

Request Now

← → ↻ 🏠 medicinenet.com/script/main/hp.asp

Twirla  
Eligible patients may pay as little as \$0 for the first month

Developing side effects like blood clots compared to women with a BMI lower than 30 kg/m<sup>2</sup>  
Who should not use TWIRLA?  
Please see full prescribing information, including BOXED WARNING

**Featured on MedicineNet**

Without coverage your practice may feel restricted, and you can easily get stuck thinking about the worst that could happen.  
The good news is we're here to help, because we've been there.

Request a Quote

MICA

**Featured Patient Discussions**

- Heart Rate: What is a Good Heart Rate for My Age?
- Rheumatoid Arthritis (RA): What Are Rheumatoid Arthritis Diets and Treatments?
- Skin Rash: What Are Different Types of Skin Rashes?
- Pancreatic Cancer Back Pain: Is Pancreatic Cancer Back Pain Constant?
- Doxycycline vs. Azithromycin: Medication Differences and Comparison
- Shingles: Is Shingles Contagious?
- Normal Blood Sugar Levels: Blood Sugar Levels and Ranges Chart for Adults With Diabetes
- Sinus Infection: How to Get Rid of a Sinus Infection
- Hypothermia: What Body Temperature is Too Low?
- Rheumatoid Arthritis: What were your symptoms?
- Allergies: What were your symptoms?
- Psoriasis: What kinds of treatments are effective?
- ADHD: How did physicians diagnose ADHD in your child?
- Fibromyalgia: What were your initial fibromyalgia symptoms?

# Youtube Channel

The screenshot shows the YouTube channel page for Mutual Insurance Company of Arizona (MICA). The channel has 142K subscribers and a 'SUBSCRIBE' button. The main video features a doctor in a white coat with the text 'Made by Doctors for Doctors Since 1976' and 'We know, because we've been there.' Below the main video is a section titled 'WHY CHOOSE MICA?' with 61,365 views from 4 months ago. The text describes MICA as a physician-owned and directed mutual insurance company providing medical professional liability insurance in Arizona, Colorado, Nevada, and Utah. Below this is an 'Uploads' section with a 'PLAY ALL' button and five video thumbnails:

- Dealing With Difficult Patients**: 24K views • 1 week ago
- Stress and Burnout During a Pandemic: Physician and ...**: 33K views • 2 weeks ago
- Stress and Burnout During a Pandemic: Financial and ...**: 39K views • 2 weeks ago
- Reducing Risk with Appropriate Documentation**: 37K views • 3 weeks ago
- What is Liability Coverage & Why Do You Need It?**: 39K views • 3 weeks ago

# Youtube Channel

**WHY CHOOSE MICA?**  
61,365 views · Dec 12, 2020

MICA Mutual Insurance Company of Arizona (MICA)  
142K subscribers

**Recommended Videos:**

- What is Liability Coverage and Why Do You Need It? (19:12)
- 'Bassy' Is Back For A Full Body Adjustment | Chiropractor in... (19:12)
- Stress and Burnout During a Pandemic: Financial and Op... (17:18)
- Stress and Burnout During a Pandemic: Physician and Cl... (17:25)
- The BIG Lie About Frozen Shoulders We See Again &... (6:37)
- Dealing With Difficult Patients (29:01)
- Safe at Home Neck Cracking (Two EASY Methods) (5:50)

# Youtube Channel

YouTube

Search

Stress and Burnout During a Pandemic: Financial and Op...  
Mutual Insurance Company of...  
39K views · 2 weeks ago

Bassy Is Back For A Full Body Adjustment | Chiropractor in...  
Kalkstein Chiropractic  
144K views · 1 year ago

Reducing Risk with Appropriate Documentation  
Mutual Insurance Company of...  
37K views · 3 weeks ago

Stress and Burnout During a Pandemic: Physician and Cl...  
Mutual Insurance Company of...  
33K views · 2 weeks ago

The "BIG Lie"  
Bob & Brad  
32K views · 5 months ago

Dealing With Difficult Patients  
Mutual Insurance Company of...  
24K views · 1 week ago

Safe at Home Neck Cracking (Two EASY Methods)  
SpineCare Decompression a...  
439K views · 11 months ago

## Liability Coverage and Why You Need It.

MICA  
A MUTUAL COMPANY

What is Liability Coverage and Why Do Your Need It?

39,315 views · Apr 2, 2021

4K 18 SHARE SAVE ...

MICA Mutual Insurance Company of Arizona (MICA)  
142K subscribers

SUBSCRIBE



# Youtube Channel

**Reducing Risk with Appropriate Documentation**

MICA  
A MUTUAL COMPANY

37,115 views · Apr 12, 2021

2K 22 SHARE SAVE ...

MICA Mutual Insurance Company of Arizona (MICA)  
142K subscribers

SUBSCRIBE

**What is Liability Coverage and Why Do You Need It?**  
Mutual Insurance Company of...  
39K views · 3 weeks ago

**'Bassy' Is Back For A Full Body Adjustment | Chiropractor in...**  
Kalkstein Chiropractic  
144K views · 1 year ago

**Financial and Operational Stress from a Pandemic**  
Mutual Insurance Company of...  
39K views · 2 weeks ago

**Stress and Burnout During a Pandemic: Physician and Cl...**  
Mutual Insurance Company of...  
33K views · 2 weeks ago

**The "BIG Lie"**  
The BIG Lie About Frozen Shoulders We See Again &...  
Bob & Brad  
32K views · 5 months ago

**Dealing With Difficult Patients**  
Mutual Insurance Company of...  
24K views · 1 week ago

**Safe at Home Neck Cracking (Two EASY Methods)**  
SpineCare Decompression a...  
439K views · 11 months ago

# Youtube Channel

Warning Signs  
Resilience  
Mindfulness

MICA  
A MUTUAL COMPANY

Stress and Burnout During a Pandemic: Physician and Clinical Stress

33,213 views · Apr 15, 2021

MICA Mutual Insurance Company of Arizona (MICA)  
142K subscribers

SUBSCRIBE

What is Liability Coverage and Why Do You Need It?  
Mutual Insurance Company of...  
39K views · 3 weeks ago

Bassy Is Back For A Full Body Adjustment | Chiropractor in...  
Kalkstein Chiropractic  
144K views · 1 year ago

Reducing Risk with Appropriate Documentation  
Mutual Insurance Company of...  
37K views · 3 weeks ago

Dealing With Difficult Patients  
Mutual Insurance Company of...  
24K views · 1 weeks ago

The "BIG Lie"  
Bob & Brad  
32K views · 5 months ago

Stress and Burnout During a Pandemic: Financial and Op...  
Mutual Insurance Company of...  
39K views · 2 week ago

Safe at Home Neck Cracking (Two EASY Methods)  
SpineCare Decompression a...  
439K views · 11 months ago

# Youtube Channel

YouTube

Search

What is Liability Coverage and Why Do You Need It?  
Precision Wellbeing Group  
39K views · 3 weeks ago

19:12

Bassy Is Back For A Full Body Adjustment | Chiropractor in...  
Kalkstein Chiropractic  
144K views · 1 year ago

19:12

Reducing Risk with Appropriate Documentation  
Mutual Insurance Company of...  
37K views · 3 weeks ago

23:51

Stress and Burnout During a Pandemic: Physician and Cl...  
Mutual Insurance Company of...  
33K views · 2 weeks ago

17:25

The "BIG Lie"  
Bob & Brad  
32K views · 5 months ago

6:37

Dealing With Difficult Patients  
Mutual Insurance Company of...  
24K views · 1 week ago

29:01

Safe at Home Neck Cracking (Two EASY Methods)  
SpineCare Decompression a...  
439K views · 11 months ago

5:50

**Financial and Operational Stress from a Pandemic**

MICA A MUTUAL COMPANY

**Stress and Burnout During a Pandemic: Financial and Operational Stress**

39,315 views · Apr 2, 2021

4K 18 SHARE SAVE ...

MICA Mutual Insurance Company of Arizona (MICA)  
142K subscribers

SUBSCRIBE

# Youtube Channel

Causes of difficult behavior

De-escalation techniques

Response to threatening behavior

Documentation

MICA  
A MUTUAL COMPANY

**Dealing With Difficult Patients**

24,103 views · Apr 22, 2021

2K 9 SHARE SAVE ...

MICA Mutual Insurance Company of Arizona (MICA)  
142K subscribers

SUBSCRIBE

What is Liability Coverage and Why Do You Need It?  
Mutual Insurance Company of...  
39K views · 3 weeks ago

19:12

'Bassy' Is Back For A Full Body Adjustment | Chiropractic in...  
Kalkstein Chiropractic  
144K views · 1 year ago

19:12

Reducing Risk with Appropriate Documentation  
Mutual Insurance Company of...  
37K views · 3 weeks ago

23:51

Stress and Burnout During a Pandemic: Physician and Cl...  
Mutual Insurance Company of...  
33K views · 2 weeks ago

17:25

The "BIG Lie"  
Bob & Brad  
32K views · 5 months ago

6:37

Stress and Burnout During a Pandemic: Financial and Op...  
Mutual Insurance Company of...  
39K views · 2 week ago

29:01

Safe at Home Neck Cracking (Two EASY Methods)  
SpineCare Decompression a...  
439K views · 11 months ago

5:50



## What is Liability Coverage and Why Do You Need It?

Malpractice Insurance | Explanation | Human Resources

by Jeffrey Minchaun



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Enim facilisis gravida neque convallis a cras semper auctor neque. Gravida dictum fusce ut placerat orci. Neque gravida in fermentum et sollicitudin ac orci phasellus. Nibh cras pulvinar mattis nunc. Pellentesque habitant morbi tristique senectus et. Non consectetur a erat nam at lectus urna duis. Tortor id aliquet lectus proin. Vitae proin sagittis nisl rhoncus mattis rhoncus urna neque. Mattis rhoncus urna neque viverra. In cursus turpis massa tincidunt. Venenatis tellus in metus vulputate eu scelerisque fells. Viverra aliquet eget sit amet tellus cras adipiscing. Lectus proin nibh nisl condimentum id venenatis.



More Articles for You



How Do You Deal With Difficult Patients?

by Karen Fropell



Top 5 Best Ways to Avoid a Malpractice Lawsuit

by Karen Fropell



# Articles

## Other Article Ideas:

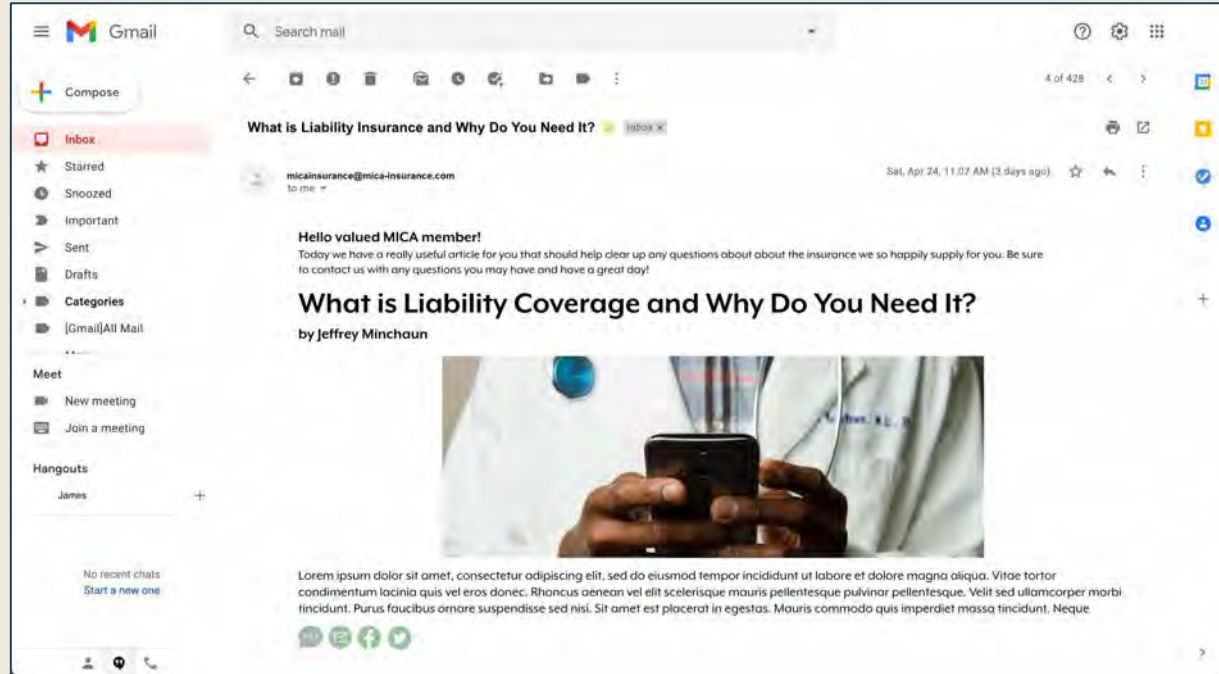
How to deal with difficult patients.

How can a malpractice lawsuit affect your practice?

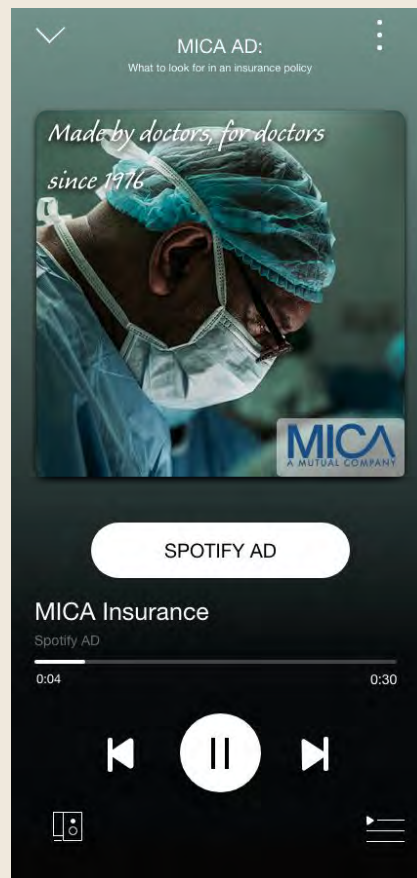
How to avoid a malpractice lawsuit.

What do you need to do when you get a malpractice lawsuit?

How to help people dealing with COVID related trauma.



# Spotify Ad



# E-Mail Renewal Ad

**MICA**  
A MUTUAL COMPANY

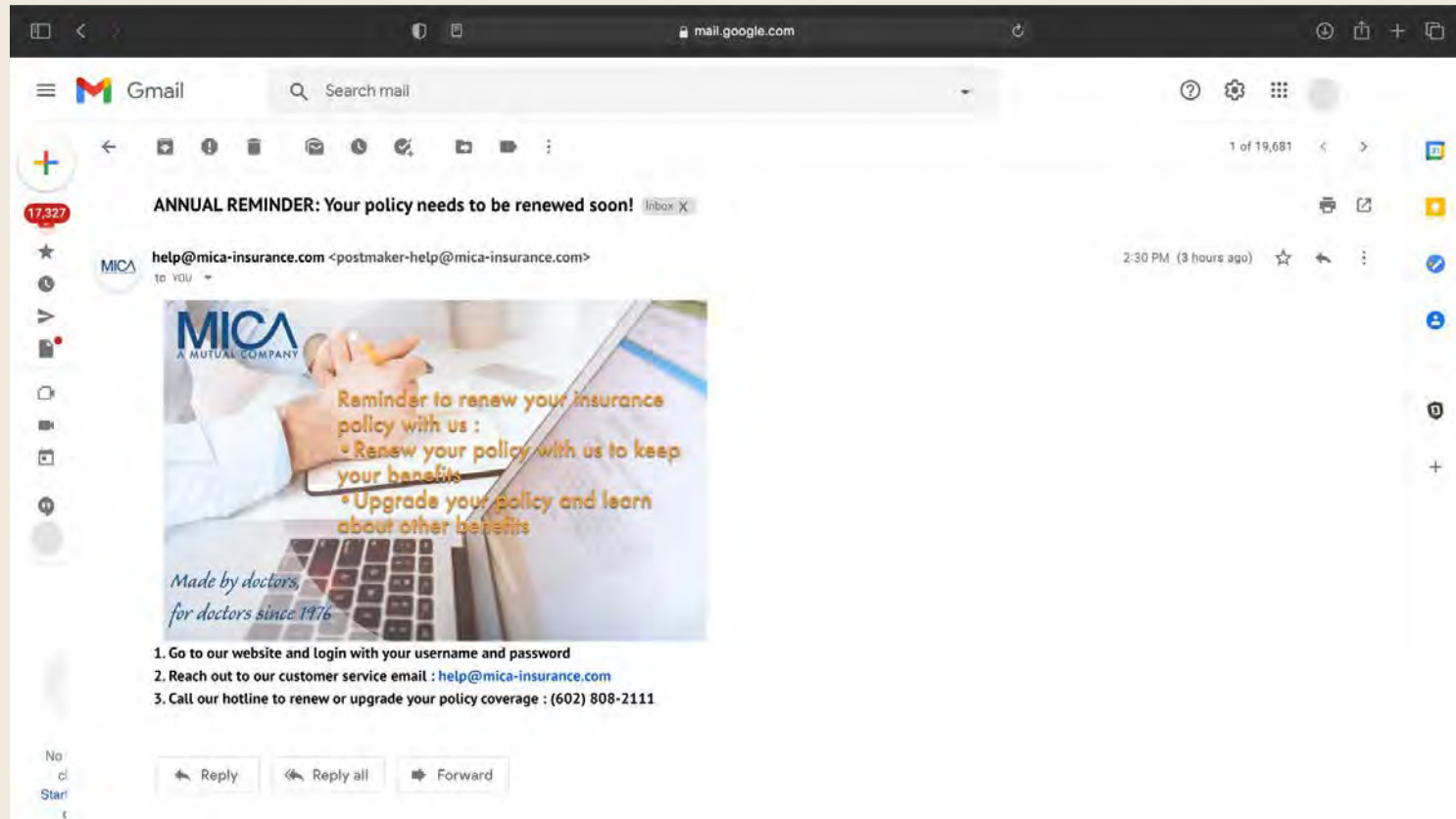
Reminder to renew your insurance policy with us :

- Renew your policy with us to keep your benefits
- Upgrade your policy and learn about other benefits

*Made by doctors,  
for doctors since 1976*



# E-Mail Renewal Ad



The screenshot shows a Gmail interface on a desktop browser. The email subject is "ANNUAL REMINDER: Your policy needs to be renewed soon!". The sender is "MICA" with the email address "help@mica-insurance.com". The email content includes a promotional image with the MICA logo and text: "Reminder to renew your insurance policy with us :", "• Renew your policy with us to keep your benefits", and "• Upgrade your policy and learn about other benefits". Below the image, it says "Made by doctors, for doctors since 1976". The email body contains three numbered steps: "1. Go to our website and login with your username and password", "2. Reach out to our customer service email : [help@mica-insurance.com](mailto:help@mica-insurance.com)", and "3. Call our hotline to renew or upgrade your policy coverage : (602) 808-2111". The interface also shows a search bar, a sidebar with navigation icons, and a right-hand sidebar with a list of other emails.

**ANNUAL REMINDER: Your policy needs to be renewed soon!** Inbox X

**MICA** help@mica-insurance.com <postmaker-help@mica-insurance.com>  
to YOU

**MICA**  
A MUTUAL COMPANY

Reminder to renew your insurance policy with us :  
• Renew your policy with us to keep your benefits  
• Upgrade your policy and learn about other benefits

*Made by doctors,  
for doctors since 1976*

1. Go to our website and login with your username and password
2. Reach out to our customer service email : [help@mica-insurance.com](mailto:help@mica-insurance.com)
3. Call our hotline to renew or upgrade your policy coverage : (602) 808-2111

Reply   Reply all   Forward

# Direct Mail

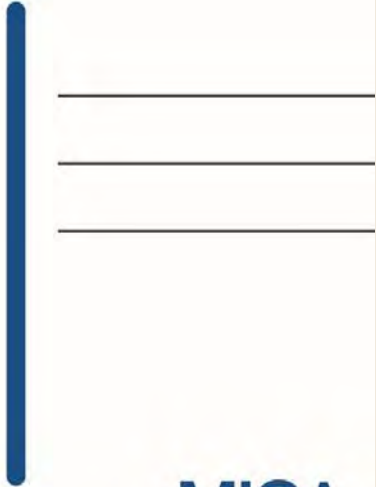


CALL NOW TO  
GET YOUR FREE  
*ESTIMATE*  
ALONG WITH  
A CONSULTATION

*Made by doctors, for doctors since 1976*

**MICA**  
A MUTUAL COMPANY

CALL NOW (602) 808-2111



# Convection Merchandise



# Convection Merchandise





# Budget (Monthly)

Social Media Marketing and Content Creation (Spotify, Facebook, Twitter, Youtube, Articles): **\$666 / \$40,000**

Google Ads (Web Ads, Search Pages): **\$9,400 / \$125,000**

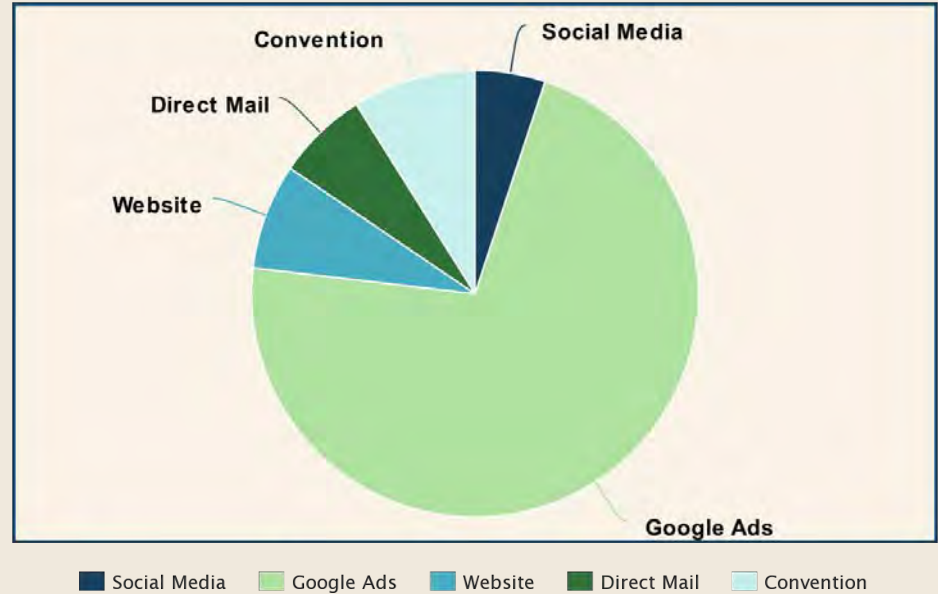
Website Design: **\$1,000 / \$125,000**

Direct Mail Piece: **\$866 / \$40,000**

Convention: **\$14,000 / \$40,000**

**Paid Media:** \$32,384 out of \$40,000

**Agency Services:** \$124,800 out of \$125,000



# Why MICA is the ideal partner for doctors

Our plan allows for MICA to become well known as that ideal partner by:

- Distributing both inbound and outbound marketing deliverables.
  - Designing a website in the Storybrand model, positioning MICA as the guide and the customer as the hero.
- All while emphasizing the fact that MICA is a thought leader in the industry.

Emphasizing that MICA was made by doctors, for doctors since 1976, uniquely positions them as one of the few insurance companies truly able to understand where their clients come from.

***Thank you!***