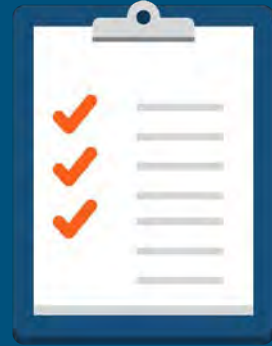


MICA Brand Refresh

Sydney Morr, Gracie Noble, Josh Seef, Ewan Jetton

Objectives

- Create strategy for inbound and outbound growth
- Increase customer lifetime value
- Establish clear differentiation for MICA
- Create a more effective web presence to attract targeted prospects
- Update corporate positioning
- Shorten sales cycle and improve close rates



Target Audience

- Independent physicians and surgeons in solo or group practice
- Practice administrators
- AHPs
- Appointed independent insurance agents



Tagline

“You protect lives. We protect you.”

Colors and Typography



Pantone 543 C



Pantone 660 C



Pantone 283 C



Pantone 7443 C



Pantone 7579 C

HEADING

TREBUCKET MS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body

Verdana Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Verdana Light

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Logo Design



Moving Logo



Placement on Location



Trade Show Modular Booth



Convention Table



Brochure



Social Media

MICA @mica_insurance

Check out this week's Lunch & Learn!



LUNCH & LEARN
Medical Records:
Release, Disposal,
Retention, and Fees

1:08 6.6K views

From **MICA**

8:49 AM · Oct 7, 2020 · Twitter for iPhone

2 Retweets 1 Quote Tweet 18 Likes

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The April Risk Management Tip is now available. Check out the article below to learn this month's Risk Management Tip and information on Physician-Patient Communication.



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- Independent Physicians Liked
- Local Insurance Liked
- Arizona Health Liked

Merchandise



Website (Home Page)



Webpage



Online & Magazine Ads



Online & Magazine Ads



Direct Mail



WHY



You needed Insurance.
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 the *lives* of medical care professionals by offering support and protection to their work and integrity.

MICA has been a leader in the industry for 45 years. We specialize in medical professional liability insurance. MICA is different. As a mutual insurance company, MICA is owned by its members, who also know and share in the medical field. We work to *protect* your reputation, business, and profession so you can continue to live your life. MICA is very stable financially, and we have maintained an "A" (Excellent) rating by AM Best Company for over 25 years. We continue to work for the medical field as it provides for the community. We work for you.

**You Protect Lives.
We Protect You.**



MICA

Medical professional liability results when a health care professional **commits an act, error, or omission**, which deviates from accepted standards of practice in the medical community and which causes injury to the patient. The first recorded cases of medical professional liability date back to 1374 in England and 1794 in the USA.

Elements of Malpractice
A plaintiff (e.g.: a patient) must establish "elements of malpractice" for a successful lawsuit. While breach of care, injury, and damages are basic elements, the list of elements of malpractice can be expanded as follows:

- Duty of care owed by health care professional due to relationship between patient and healthcare professional
- Standard of care recognized and required
- Breach of that standard of care
- Injury proximately caused by the breach
- Claim by patient (or survivors)
- Damages shown by patient

Why Do I Need Medical Professional Liability Insurance?

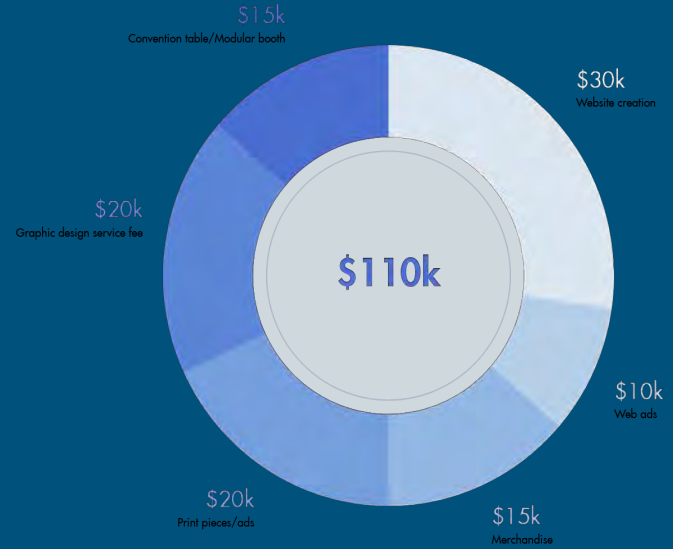
Health Care Professionals are required to show evidence of MPLI in order to obtain hospital privileges and to contract with HMOs, PPOs and other health insurance companies.

Budget

- Website creation: \$30,000
- Social media presence: \$2,000 monthly
- Web ads: \$10,000
- Merchandise: \$15,000
- Print pieces and ads: \$20,000
- Graphic Design Service Fee: \$20,000
- Convention table/Modular trade show booth: \$2,500/\$7,500–15,000

Flat costs: \$97,500–\$110,000

Annual costs: \$24,000



Conclusion

- Created a more updated and modern approach to the website and promotional materials
- Worked to differentiate MICA through color choices and visual style
- Increased customer lifetime value through more continued exposure and information to existing customers
- Created ways to attract new customers and keep them invested in MICA

