

TruthMD™ / SAPIENS

Sapiens partners with TruthMD to provide MPL carriers access to real-time visibility into provider data, enhancing risk assessment, underwriting and claims management



TruthMD's MedFax for Medical Professional Liability

Mitigating Risk in Real Time

TruthMD's MedFax for Medical Professional Liability was developed to empower medical professional liability insurers through optimized identification, targeting, underwriting, and onboarding of the most desirable insureds. Enabling sustainable, healthy growth in today's market conditions starts with accurate and verifiable data.

TruthMD has worked with Medical Malpractice Liability (MPL) carriers since its inception to develop a variety of solutions that can be utilized for targeting potential providers, underwriting applicants, converting providers to policyholders, and monitoring books of business.



MedFax MPL CRM Synchronization

Carriers sometimes have a difficult time maintaining accurate/up-to-date information on their policyholders. TruthMD works with carriers to synchronize their Customer Relationship Management (CRM) platforms with its MedFax data platform to ensure a carrier always has the latest updates on a carrier. This ensures highly accurate target marketing lists with detailed contact information at the group and practitioner levels. Customers have found this reduces the amount of returned mail by over 80%.



MedFax MPL New Business Acceleration

Once a provider is interested in a carrier, it can often be cumbersome navigating the application process. To improve the applicant experience, TruthMD clients have begun using the MedFax platform to automatically pre-populate quick quotes, applications, and underwriting tools to reduce the time from initial contact to fully underwritten policy from weeks to days.



MedFax MPL Risk Management

Underwriters are amazed by how much information the MedFax platform can provide instantly. Clients have used this data to augment their underwriting data sources to improve capacity and time to underwrite policies. In addition, carriers use the data to maintain a real-time risk picture for their books of business. Instead of relying solely on re-underwriting every 2-3 years, underwriting departments are notified immediately of changes and can flag them for follow-up from their patient safety, underwriting, and claims departments.



MedFax enables MPL Insurers to Significantly Decrease Operating Ratios while Increasing Written Premium

MedFax provides MPL Insurers both a *Shield* and a *Sword*,



...protecting against unwittingly underwriting or improperly pricing undesirable risk,




...while simultaneously enhancing the acquisition of desirable new business,



...enabling them to readily replace under-performing risks with more desirable clients.

Common MedFax Use Cases to Optimize the Performance of Healthcare Professional Liability Insurers

Target Marketing	Business Processing	Underwriting
<p><i>Optimize Targeting of Most Desirable Prospects</i></p> <ul style="list-style-type: none"> ✓ Automatically generate highly accurate & actionable target marketing lists ✓ Filter/rank by location, specialty, group size, claims frequency, sanctions...etc. ✓ Auto-ID newly licensed physicians in sales territories 	<p><i>Accelerate Business Acquisition</i></p> <ul style="list-style-type: none"> ✓ Enable informed quick quotes ✓ Single query UW file data aggregation ✓ Optimize discovery of MPL claims history ✓ Auto-ID "troubled" insureds prior to Renewal ✓ Auto-populate and/or validate new applications 	<p><i>Accelerate More-Informed Decision Making</i></p> <ul style="list-style-type: none"> ✓ Quickly triage risks → appropriate process/scrutiny ✓ Reduce dependence on prior-carrier loss runs ✓ Reduce dependence on physician self-reporting ✓ Enhance analytic algorithms & decision models ✓ Easily aggregate documents to defend UW decisions
Risk Management	Claims Management	Third Party Hospital Services
<p><i>Accelerate Business Acquisition</i></p> <ul style="list-style-type: none"> ✓ Proactively monitor locations, affiliations, licensure, practice activities, disciplinary actions, investigations, and legal activities of each insured ✓ Easily aggregate documents to support the targeting and invocation of risk management programs <p>© 2012-20 TruthMD, LLC. All Rights Reserved.</p>	<p><i>Optimize Triage, Planning & Outcomes</i></p> <ul style="list-style-type: none"> ✓ Rapidly discover related individuals, entities, encounters, disciplinary actions, investigations & legal activities ✓ Proactively monitor defendants, co-defendants, co-workers, facilities and expert witnesses ✓ Efficiently aggregate profiles/dashboards by claim, related claims, adjuster and claim managers 	<p><i>Maximize Value Proposition to HPL Clients</i></p> <ul style="list-style-type: none"> ✓ Provide physician risk monitoring & management ✓ Provide self-insured retention risk assessment ✓ Provide employment candidate assessment ✓ Provide merger & acquisition risk analyses <p>Confidential Information  12</p>



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