



*Healthcare technology and management consulting*



STRATEGIC THINKING  
MEANINGFUL RESULTS

IMUA Conference

Tucson Arizona

*Discussion Points 0509*

# Discussion Points

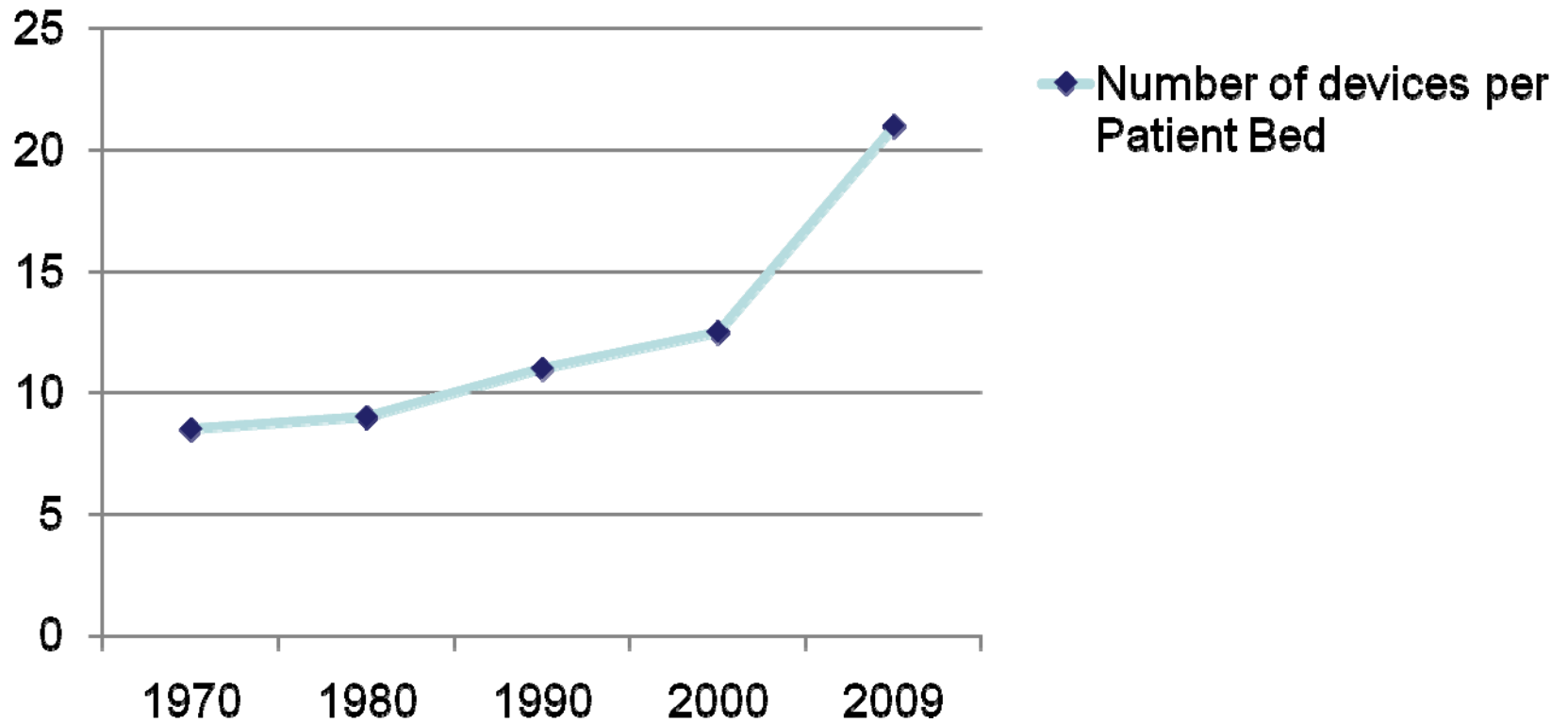
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- The marketplace basics of each – the types of risks encountered; how each operates; and the impact of the current economy on each.
- Issues to consider – the perils and pitfalls.
- Common types of insurance coverage one may encounter.
- What happens when there is a claim – the adjustment process.

# The Market Place Basics:

- Client Types
  - Integrated Delivery Network (IDN)
  - Hospital(s)
  - Physician Practices / Mobile Clinical Services
  
- Types of Medical equipment
  - Mobile / Fixed
  - Low to high end technology
  
- Equipment
  - Suppliers – Limited
  - Contractual relationships – Manufacturers /Provide
  - Rapid evolution of high-end technology

# Healthcare Equipment Trends



# Mobile Clinical Services Continue To Rise

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- Mobile / Coach
  - Computed Tomography
  - MRI
  - Nuclear Medicine
  - Pet
  - Lithotripter
  
- Higher risk for Claims

# Issues To Consider – The Perils And Pitfalls

- Under writing considerations
  - Policy Coverage Language
    - Same technology versus new technologies emerging
    - Used equipment versus New equipment
    - Operator error / damage
  - Repair versus Replacement versus client wants
  - Who facilitates the acquisition process
    - A direct correlation to the amount of the claim adjustment
  - Manufacturer challenges
    - Sales goals
    - Service contract

# What Happens When There Is a Claim – The Adjustment Process.

- Prompt contact with the right expertise
  - Rapid onsite assessment
    - Insurance and client frequent communications imperative
  - Medical Technology is generally not the Adjustors core expertise
    - Evaluation of the events leading up to
    - Evaluation of the business interruption impact
    - Specific expertise based on the technology
    - Niche solution opportunities in an a unique and evolving industry

# What Happens When There Is A Claim – The Adjustment Process.

- If Repairs are going to be made:
  - Rapid assessment of repair proposal
    - Manufacture Hero kits deployed
    - Customer has no incentive for costs
    - Adjustor Expertise assistance required
  - Temporary solutions may need to be deployed deftly
    - Skilled assessment of temporary opportunities

# What Happens When There Is a Claim – The Adjustment Process.

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- If Replacement is performed
  - De-installation coordination
  - New Equipment Acquisition process
  - Salvage
    - Trade-in versus free market
  - Business interruption

# Examples of Large Loss

- Equipment
  - MRI
  - Linear Accelerators
  - Cardiac catheterization Labs
  - Specialty Digital X-ray rooms
  - Coaches
- Typical causes
  - Water
  - Electrical disturbance
  - Fire
  - Weather