



THE PANELIST

Insurance Defense Marketing News

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The Case for Business Development



Insurance is about quantifying and pricing risk of all types. Here are seven risk factors that insurance defense law firms may want to consider when prioritizing their investment in marketing and business development.

1. **Insurance carriers are consolidating**, which is ultimately resulting in fewer panel positions.
2. **Litigation automation tools are cutting out billable hours.** Walmart, for example, is using artificial intelligence to automate lawsuit responses and discovery requests.
3. **Insurance carriers are embracing regional law firms with multiple locations.**
4. **Big law firms are moving into smaller markets.** Big firms are also being forced into some insurance defense work as more of their cases are covered by insurance.
5. **National law firms are tying up relationships with carriers.** This is most commonly seen in employment defense for employment practices liability insurance (EPLI) panels and claims.
6. **More law firms are crossing state lines** to expand into multiple states, often by acquiring an existing law practice.
7. **Expanded use of litigation metrics.** The irony of the insurance defense market is that litigation managers at P&C carriers often know a law firm's metrics for case management statistics, but individual insurance defense law firms generally are not keeping their own score.

Full article online: <https://bit.ly/2PRKHId>

Law Firms Marketing Budgets

BTI Consulting reported in November 2017 that 2018 law firm marketing budgets are increasing. "The typical law firm will spend 2.53% of firm revenue on marketing and business development, up from 2.5% of revenue in 2017."

Looking at a mid-sized insurance defense law firm with 30 attorneys, let's estimate that the annual revenue is approximately \$8 to \$10 million (probably conservative). Applying the 2.53% estimate above, the marketing budget would be in the range of \$202,400 to \$253,000.

On average, a law firm has one marketing professional for every 25 attorneys. The average marketing budgets quoted here do not include any salary expense.

In the author's experience, many insurance defense law firms do not come close to this level of marketing investment.

Marketing to current clients, at a minimum, should be a priority at all law firms in order to protect the existing revenue base. A monthly e-newsletter is a simple and inexpensive way to build a stronger rapport with current accounts.

In the short run, existing clients are a law firm's best source for new revenue through cross-selling, referral marketing, and organic growth.

WE CAN HELP YOU:

- Get new clients
- Retain current clients
- Create marketing materials
- Get on more insurance panels

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Marketing Matters

HTTPS Security for Law Firm Websites

The website for an insurance defense law firm is typically the firm's most important marketing tool. When a prospect learns about your law firm, they often visit the attorney bio pages and practice area pages to get more information.

Recent Internet industry efforts to increase online security standards include the upgrade from HTTP to HTTPS protocols. You will recognize the HTTP as part of the URL path name for your website, such as <http://www.lawfirm.com>. Once you upgrade to the enhanced security level, your URL changes to <https://www.lawfirm.com>.



As of July 2018 with the release of Chrome 68, Google is now labeling all HTTP sites as "not secure." Failure to upgrade to HTTPS may result in lower organic website traffic from Google.

Law firms can determine the security level for their own website by placing the cursor over the URL name in the upper left corner of their home page. A secure site will show a small image of a lock followed by HTTPS in front of the URL.

If your website does not use HTTPS, speak with your webmaster or web hosting service to discuss an upgrade. Adding HTTPS to your site varies with the site complexity. Some public encryption software is available, but you might want to purchase a security certificate for your website at a cost of approximately \$200 per year, per site.

Read the full article online: <https://bit.ly/2xtLJ5i>

Learn More! Call 1-866-417-7025
to discuss how your firm can enhance business development results and get on more insurance panels.

Merger and Acquisition News



AIG to Acquire Glatfelter

Glatfelter Insurance Group markets property, casualty, life, accident and health, and risk management services on both a retail and wholesale / specialty basis in all 50 states.

The Hartford Acquiring Navigators

The Hartford will acquire Navigators Group, Inc. for \$2.1 billion in cash. The deal is expected to close in early 2019. More than 800 Navigators employees will join The Hartford upon closing.

American Family and Main Street to Merge

American Family Insurance plans to merge with Main Street America Group later this year. The merger between the two mutual holding companies has been approved by state insurance regulators in several states.

AIG Closes on Validus Acquisition

Western World, a specialist in U.S. small commercial E&S underwriting, Talbot, a Lloyd's syndicate, and Crop Risk Services are now part of AIG following its Validus acquisition.

AXA Completes XL Catlin Acquisition

AXA XL is the new name for XL Group following its acquisition by AXA for \$15.3 billion in cash. AXA XL offers P&C and specialty products to industrial, commercial, and professional firms, as well as reinsurance.

Panel Members: Proceed with Caution

How many law firms does one insurance company need? Many carriers are answering this by saying "fewer than we have now."

Panel counsel members will want to both monitor post-acquisition integration efforts, while also accelerating the search for new panel positions.

Industry News & Opportunities

QBE Sells Personal Lines to Safeco

QBE North America is transferring its personal insurance business in 47 states to Safeco, a Liberty Mutual division. Safeco will strengthen its personal auto and personal property coverage, while QBE will focus on commercial, specialty, program, crop, the Westwood insurance agency, and reinsurance.

Travelers Publishes Framework for Autonomous Vehicle Insurance



Travelers favors utilizing the existing insurance structure for autonomous and driver-based vehicles to resolve claims and offer fair accident victim compensation. A July 2018 Travelers report titled "Insuring Autonomy: How Auto Insurance Can Adapt to Changing Risks," identifies legal and regulatory actions that can meet future needs for claims resolution.

W.R. Berkley Launches Healthcare Division

Berkley Healthcare is a new W.R. Berkley entity with two units. Berkley Healthcare Professional Underwriters will provide professional liability solutions for healthcare providers. Berkley Healthcare Financial Lines will offer director and officer liability, employment practices liability, errors and omissions, and cyber liability.

RLI Executive Moves to Carolina Casualty

David A. Dunn is the new CEO of trucking carrier Carolina Casualty, a division of W. R. Berkley Corp. Dunn was previously head of the transportation division at RLI.

GEICO Opens Kansas Operations Center

GEICO, a division of Berkshire Hathaway, opened a 500-employee operations center in Lenexa, Kansas. Sales and services positions are being filled now, to be followed by claims jobs.

Allstate to Acquire InfoArmor, Inc.

The Allstate Corporation is acquiring InfoArmor, Inc., a leading provider of employee identity protection to more than 1 million employees and their family members at over 1,400 firms, including more than 100 of the Fortune 500 companies.

Progressive Expands Commercial Auto Line



Progressive, which claims to be the #1 commercial truck insurer in the country, launched Smart Haul for commercial truck drivers. The program uses an electronic logging device (ELD)

and usage-based insurance (UBI). Drivers who share their ELD data on speed and braking history get a discount on commercial auto premiums.

State Farm® Launches Venture Company

State Farm Ventures LLC is a newly launched venture capital firm with \$100 million in funding. It will invest in tech-based startups focused on the next generation of insurance services.

Promote Your Law Firm with Professional Marketing Services



Panel Campaigns • Content Marketing • News Releases
Marketing Brochures • Proposals (RFPs) • Social Media

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Marine Hull Insurance Adopts Blockchain

The marine insurance industry is an early adopter of blockchain, a technology that allows the creation of a centralized public register to store transaction data between parties in a secure, verifiable, and permanent way.

Insurwave is the name of a joint venture between EY and Guardtime that created a blockchain application now in use by project participants A.P. Møller-Maersk, Microsoft, Willis Towers Watson, XL Catlin (now AXA XL), MS Amlin, and ACORD.



The technology will support more than half a million automated ledger transactions in the marine hull industry and will help manage risk for more than 1,000 commercial

vessels in the first year. Future expansion plans target marine cargo, global logistics, aviation, and energy.

Insurance policies can be updated automatically to reflect the risks covered through the Insurwave application, which is expected to improve efficiency in claims assessment and payment. Contracts written in code and connected to the blockchain, referred to as smart contracts or self-executing contracts, are anticipated in the future.

Insurance defense law firms may want to maintain an awareness of the marine insurance project, since it can set the stage for wider use.

About Us

If your insurance defense law firm is asking how you can get on more insurance panels, give us a call. We have helped more than 145 insurance defense law firms pursue new insurance panel counsel clients.

We are the leading U.S. legal marketing agency specializing in the insurance defense market. We know the panel counsel process and can accelerate your business development efforts by identifying who you need to contact.

You get a structured business development process. We guide your law firm through a three-step campaign that brings discipline, focus, and productivity to your marketing efforts.

Increase revenue with professional, Bar-compliant legal marketing campaigns. We do the research so you can focus your marketing efforts on the business development process.

We have conducted business development campaigns in 36 states and are experienced with all P&C lines:

- Auto (personal and commercial)
- Construction defects
- Employment practices liability
- Medical malpractice
- Premises liability
- Products liability
- Professional liability
- Transportation and trucking
- Workers' compensation

Contact Margaret Grisdela at **1-866-417-7025** or via email to discuss a campaign.



Refresh Your Law Firm Marketing Committee

An effective marketing committee will meet monthly to review key business development metrics. We can take the lead on a structured 2019 marketing plan designed to get new clients for you.



2385 NW Executive Center Drive
Suite 100
Boca Raton, FL 33431
mg@legalexpertconnections.com

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