

ARAWC Service Provider Forum

January 15, 2020

Agenda

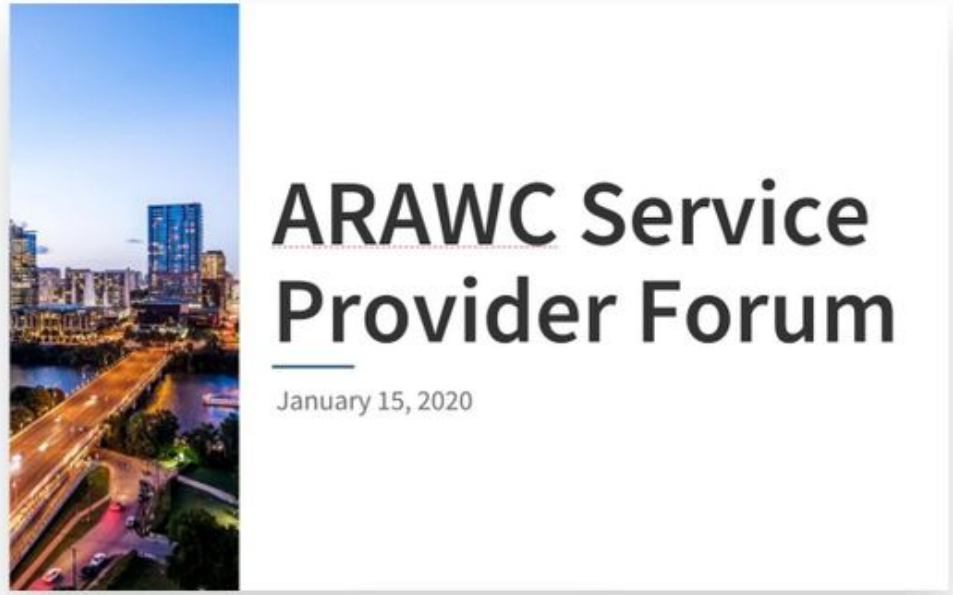
1. Welcome, Introduction and Review Agenda
2. QCARE Designation Process
3. Discussion of Industry Growth Opportunities
4. QCARE Rollout
5. Break
6. Next Steps in Service Provider Engagement
7. Wrap Up / Q&A

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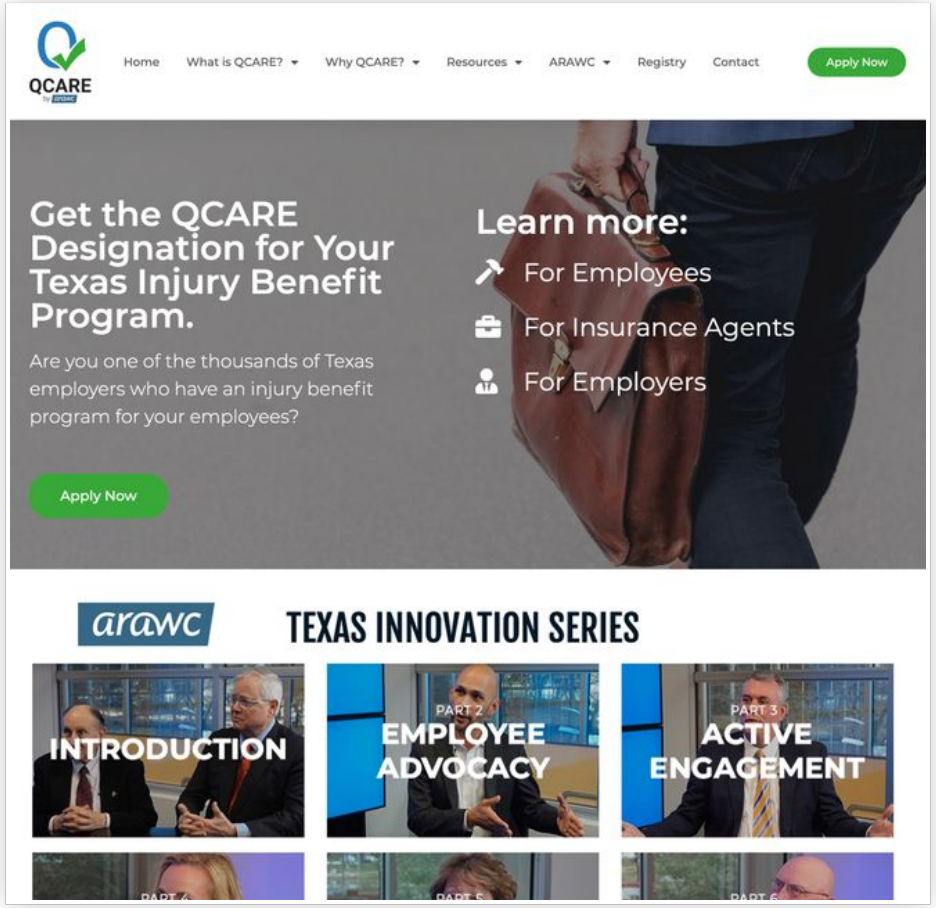
Slides Available Online

arawc.org/forum2020



ARAWC Accomplishments in 2019

- **ARAWC Accomplishments in 2019**
  - ARAWC Website
  - Political Strength
  - QCARE Launch
- **Great Start!**
  - Leading employers
  - Approaching 300,000 Texas workers
- **Service Provider Input to Date**
- **Now Let's Grow!**



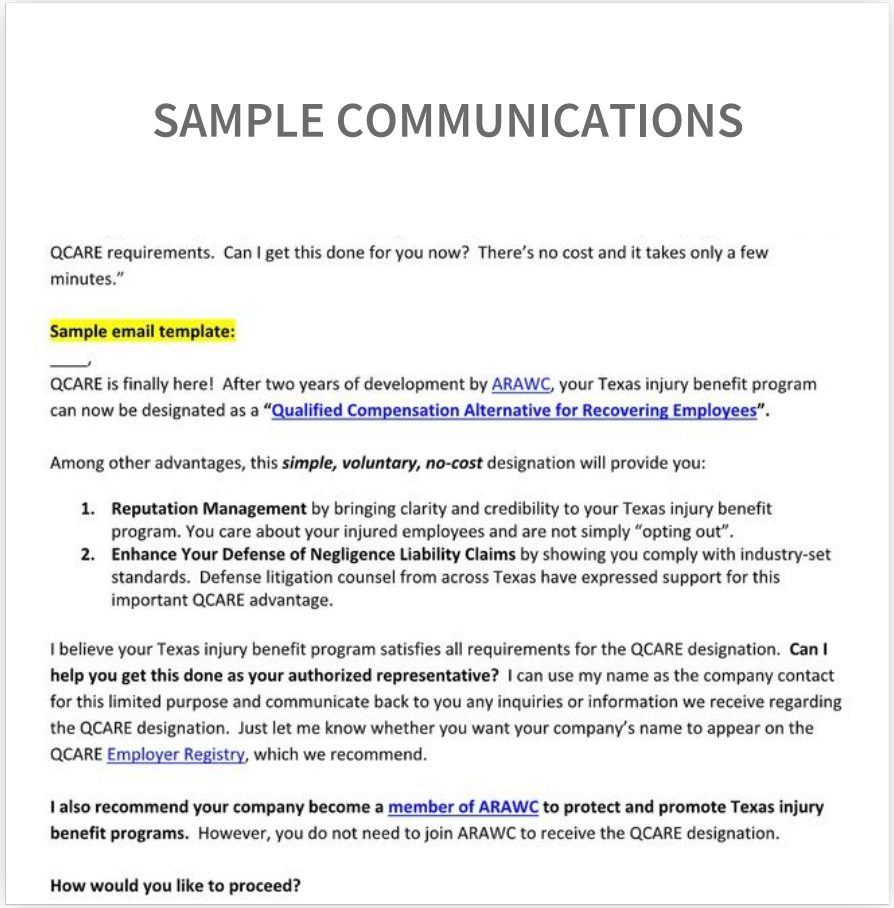
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Discussion of Industry Growth Opportunities

- Political Stability of the Texas Model
- Large Employer “air cover”
- Mid-size Company claim experience
- Small Employers “going bare”
- Other States
- Vendor Code of Conduct

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QCARE Designation Process



SAMPLE COMMUNICATIONS

QCARE requirements. Can I get this done for you now? There's no cost and it takes only a few minutes."

Sample email template:

____,

QCARE is finally here! After two years of development by ARAWC, your Texas injury benefit program can now be designated as a **"Qualified Compensation Alternative for Recovering Employees".**

Among other advantages, this ***simple, voluntary, no-cost*** designation will provide you:

1. **Reputation Management** by bringing clarity and credibility to your Texas injury benefit program. You care about your injured employees and are not simply "opting out".
2. **Enhance Your Defense of Negligence Liability Claims** by showing you comply with industry-set standards. Defense litigation counsel from across Texas have expressed support for this important QCARE advantage.

I believe your Texas injury benefit program satisfies all requirements for the QCARE designation. **Can I help you get this done as your authorized representative?** I can use my name as the company contact for this limited purpose and communicate back to you any inquiries or information we receive regarding the QCARE designation. Just let me know whether you want your company's name to appear on the QCARE Employer Registry, which we recommend.

I also recommend your company become a member of ARAWC to protect and promote Texas injury benefit programs. However, you do not need to join ARAWC to receive the QCARE designation.

How would you like to proceed?

1. **Voluntary, No Cost, Online Process**
2. **Verification Procedures**
3. **Client and Insured Communication**
4. **The "Authorized Representative"**

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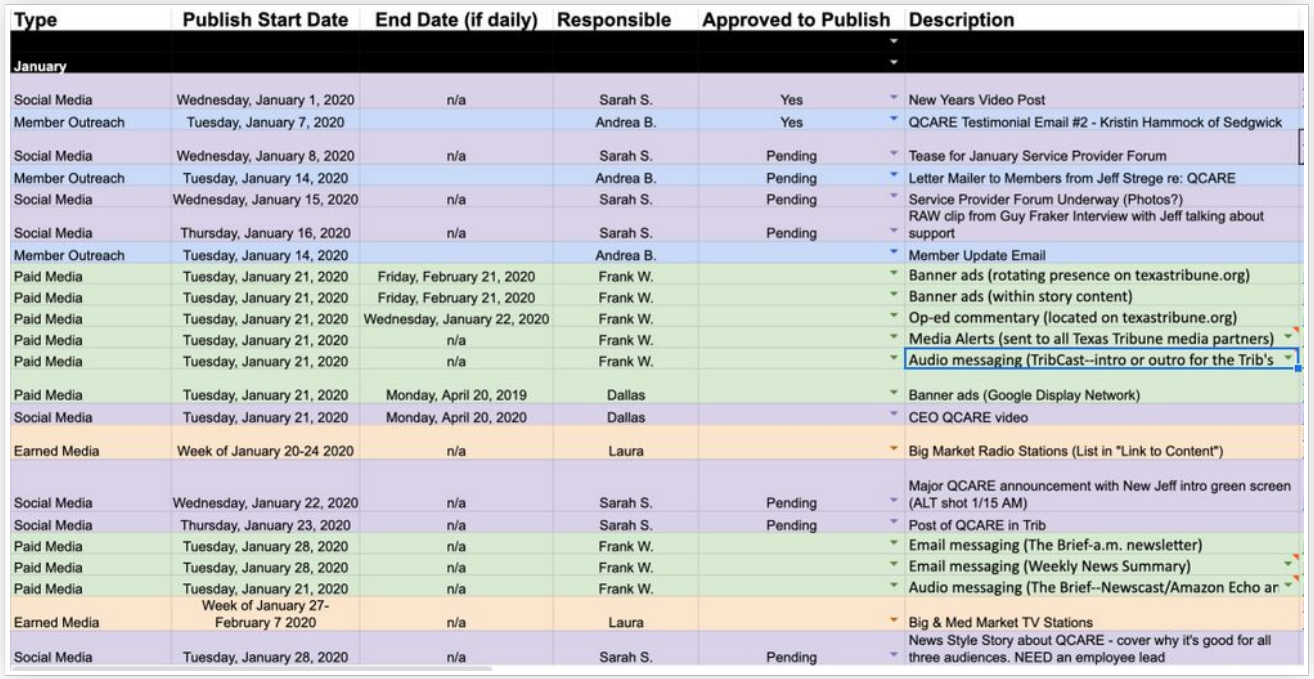
QCARE Rollout

Overview

- **Launch Date:**

  January 21

- **Four components:**
  - Paid Media
  - Social Media
  - Earned Media
  - Member Outreach to clients, agents, insureds



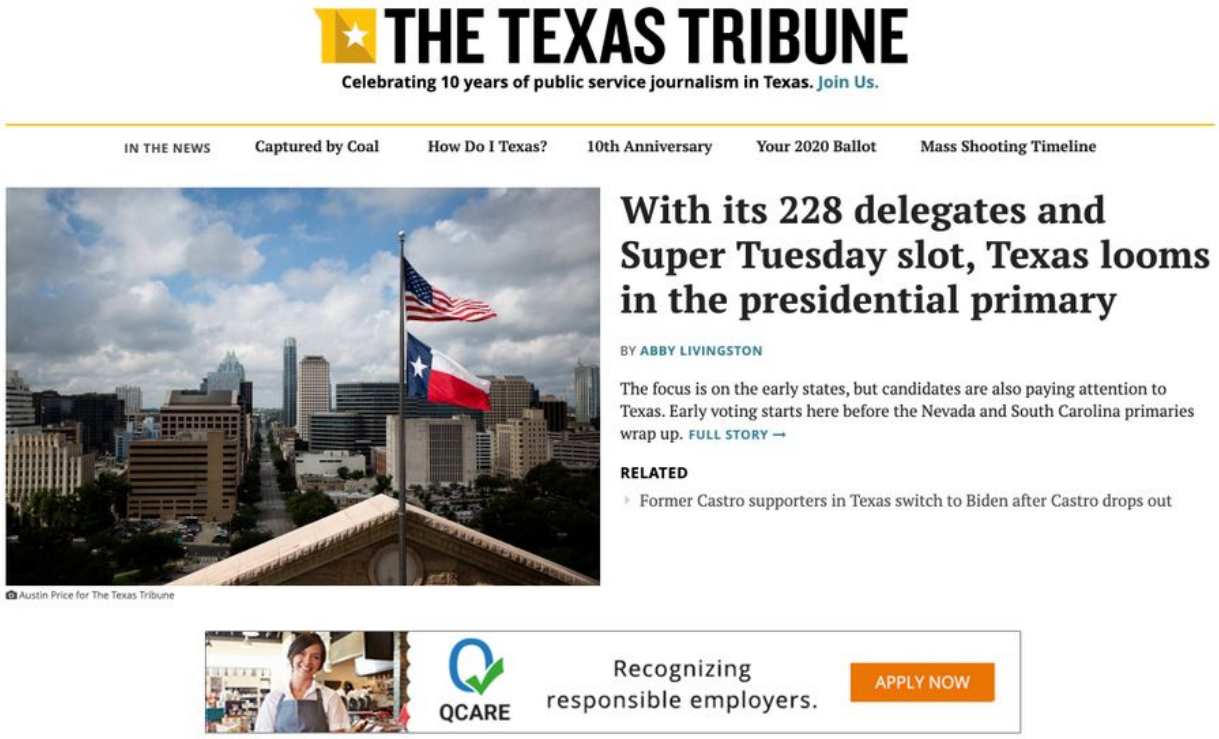
Type	Publish Start Date	End Date (if daily)	Responsible	Approved to Publish	Description
January					
Social Media	Wednesday, January 1, 2020	n/a	Sarah S.	Yes	New Years Video Post
Member Outreach	Tuesday, January 7, 2020		Andrea B.	Yes	QCARE Testimonial Email #2 - Kristin Hammock of Sedgwick
Social Media	Wednesday, January 8, 2020	n/a	Sarah S.	Pending	Tease for January Service Provider Forum
Member Outreach	Tuesday, January 14, 2020		Andrea B.	Pending	Letter Mailer to Members from Jeff Strege re: QCARE
Social Media	Wednesday, January 15, 2020	n/a	Sarah S.	Pending	Service Provider Forum Underway (Photos?)
Social Media	Thursday, January 16, 2020	n/a	Sarah S.	Pending	RAW clip from Guy Fraker Interview with Jeff talking about support
Member Outreach	Tuesday, January 14, 2020		Andrea B.		Member Update Email
Paid Media	Tuesday, January 21, 2020	Friday, February 21, 2020	Frank W.		Banner ads (rotating presence on texastribune.org)
Paid Media	Tuesday, January 21, 2020	Friday, February 21, 2020	Frank W.		Banner ads (within story content)
Paid Media	Tuesday, January 21, 2020	Wednesday, January 22, 2020	Frank W.		Op-ed commentary (located on texastribune.org)
Paid Media	Tuesday, January 21, 2020	n/a	Frank W.		Media Alerts (sent to all Texas Tribune media partners)
Paid Media	Tuesday, January 21, 2020	n/a	Frank W.		Audio messaging (TribCast--intro or outro for the Trib's
Paid Media	Tuesday, January 21, 2020	Monday, April 20, 2019	Dallas		Banner ads (Google Display Network)
Social Media	Tuesday, January 21, 2020	Monday, April 20, 2020	Dallas		CEO QCARE video
Earned Media	Week of January 20-24 2020	n/a	Laura		Big Market Radio Stations (List in "Link to Content")
Social Media	Wednesday, January 22, 2020	n/a	Sarah S.	Pending	Major QCARE announcement with New Jeff intro green screen (ALT shot 1/15 AM)
Social Media	Thursday, January 23, 2020	n/a	Sarah S.	Pending	Post of QCARE in Trib
Paid Media	Tuesday, January 28, 2020	n/a	Frank W.		Email messaging (The Brief-a.m. newsletter)
Paid Media	Tuesday, January 28, 2020	n/a	Frank W.		Email messaging (Weekly News Summary)
Paid Media	Tuesday, January 21, 2020	n/a	Frank W.		Audio messaging (The Brief--Newscast/Amazon Echo ar
Earned Media	Week of January 27-February 7 2020	n/a	Laura		Big & Med Market TV Stations
Social Media	Tuesday, January 28, 2020	n/a	Sarah S.	Pending	News Style Story about QCARE - cover why it's good for all three audiences. NEED an employee lead

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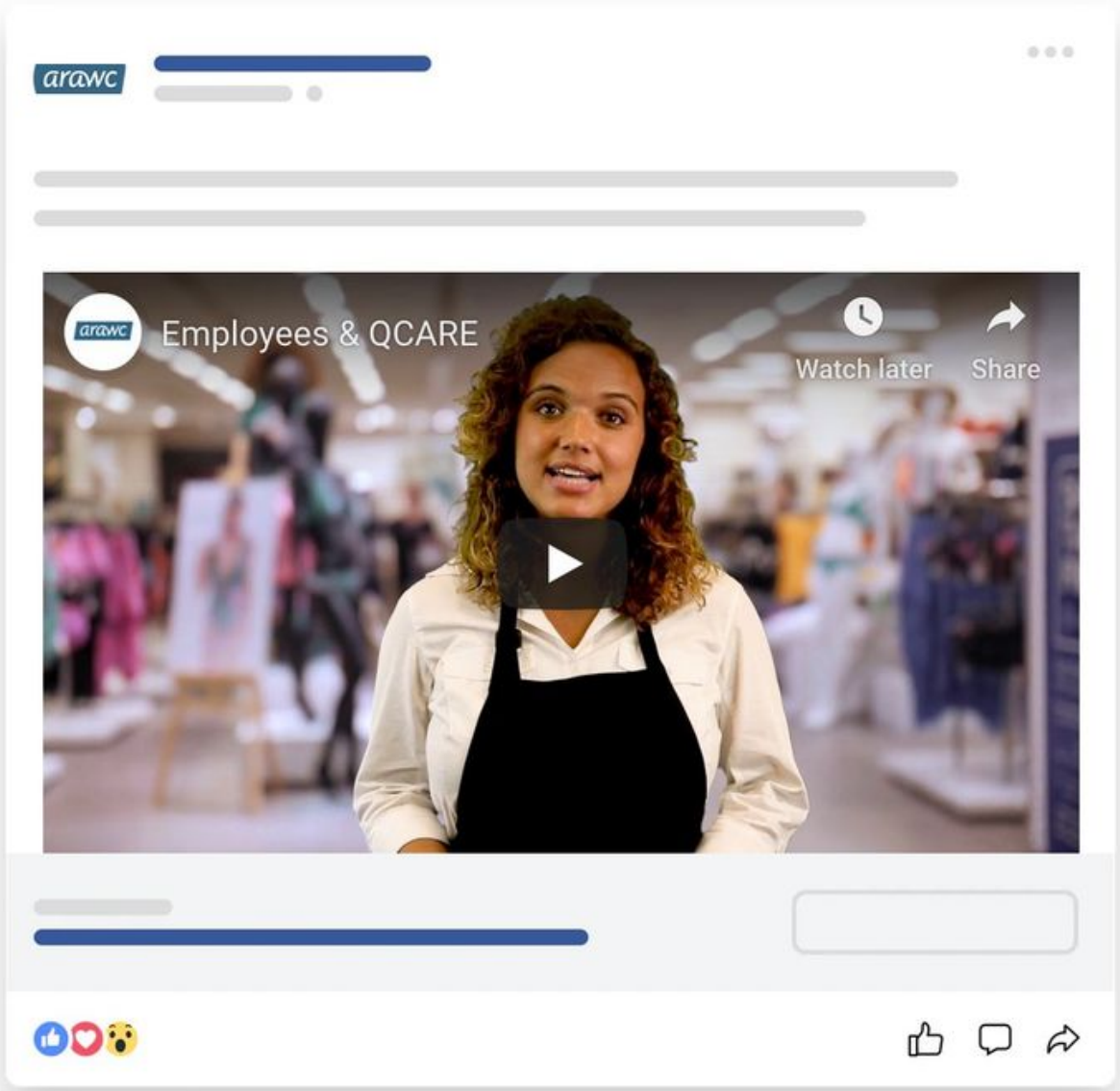
QCARE Rollout

Paid Media

- **Texas Tribune**
  - Rotating banner ads on website & story content
  - Op-ed commentary
  - Email distribution - The Brief & Weekly News
  - Audio messaging - TribTalk
- **Google Display Network**
  - Rotating banner ads on hundreds of Texas business & news websites



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QCARE Rollout

Social Media

- **Components:**
  - In-house video content
  - Boosted to reach TX employers & workers
  - Frequent posting
- **Platforms:**
  - Facebook
  - LinkedIn
  - Youtube

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QCARE Rollout

Earned Media

- **Outreach by Real News PR**

  PR Firm staffed by former journalists. Laura Martin & Jeff Crilley running point on outreach

- **Texas Focus**

  Almost 100 print, radio, TV media outlets targeted

- **Phases starting Jan 21**

  1. Big Market Radio Stations
  2. Big & Med Market TV Stations
  3. Targeted Publications
  4. Med Market Radio
  5. Small Market Media



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How to Handle Media Requests

- **If contacted directly, refer them to Laura Martin (Real News PR)**

  Email: media@realnewspr.com

  Cell: 972-214-6597

- **Would you like to be interviewed or considered a source for media contacts?**

  Opportunities are available



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Break

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Comments or Questions?

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Next Steps in Service Provider Engagement

- Membership Recruiting
- Internal Training Support
- Educational Outreach
- Building Out Other Resources on ARAWC and QCARE websites
- Testimonials, “Perspective” features and Articles for ARAWC Followers

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Co-Branding

- QCARE Branding Guidelines
- Advertisements in ARAWC and third-party publications
- “Official” QCARE co-branding

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Next Steps in Service Provider Engagement (continued)

- Support Further Data Research
- ARAWC Leadership Opportunities

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Comments or Questions?

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