



## **NSM Insurance Group's Social Services & Behavioral Healthcare Practice**

### **Treatment Providers: Demand Leadership in All Areas**

By Sean Conaboy, MSW, MPA

During a recent meeting with a large, Multi-State Treatment Provider I asked about “what the Organization looks for in Executive Leadership positions”?

Some of qualities mentioned were *Industry Experience, Specific Expertise, Proven Success with other Treatment Providers, knowledge of developments within the Industry, Integrity, etc.*

I then asked if they apply the same critical criteria to their Trusted Business Advisors, such as Financial consultants, IT-Technical analysts, Engineers, Marketing, Outside Legal Counsel?

“Of Course,” they quipped! “How about with your Insurance Broker” I then asked? Only to be greeted with momentary silence, and recall hearing only “we’ve been with them for years- we’re good” then an attempt to change the subject?

I’d invite and encourage Treatment Centers *not to change the subject* – Rather, embrace the reality that our Industry continues to undergo remarkable changes and your Property / Casualty Insurance costs and managing risk effectively are critical to the Fiscal health of your organization!

You DO NEED an Experienced, Capable, Insurance & Risk Management specialist with a unique skill set and team that can deliver the services your organization requires to remain Viable!

I implore Executive Leadership to use the following areas in *Evaluating the qualifications of your current or prospective Insurance Broker - Risk Manager* :

- **Does your Insurance Broker have bonafide Experience and Expertise in YOUR Industry? Do they genuinely understand the unique exposures Your Organization faces?**
- **How does your Broker remain current on developments in the Industry- particularly those that affect YOUR operations & exposures?**
- **Is your Broker knowledgeable about All your operations? Have they visited sites, met & interviewed key leadership and operations staff? Conducted a Risk analysis?**
- **Does your Broker have the experience and demonstrated expertise in managing an Organization of your Financial size, Scope of operations and Complexity?**

- ***Can & Will they readily provide you with Industry Specific Client references – Testimonials?***
- **Does your Broker have a Knowledgeable, Hands on Team of Specialized Professionals that can provide:**
  - ✓ *Daily customer service*
  - ✓ *Provide meaningful Risk Management services*
  - ✓ *Develop and Facilitate Renewal strategy meetings & Stewardship reports*
  - ✓ *Introduce creative, Financially favorable coverage & deductible strategies*
- **Does Broker Provide Dedicated Claims reporting, Claims Management & Consultation in which they work exclusively on behalf of your organization?**

**My 30+ Years working in this Industry is how I developed a Mantra:**

**Choose your Broker as carefully as you would any other Executive position within your Organization!**

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*Sean Conaboy is a Licensed Property / Casualty Broker specializing in the design of Insurance and Risk Management programs exclusively for the Addiction Treatment & Behavioral Healthcare Industry.*