

summit's AGENT ADVISORY

2023 | ISSUE 1

NEWS FOR SUMMIT'S AGENCY COMMUNITY

Summit Q&A: Premium Audit



Eric Jones
Assistant Vice President,
Premium Audit

Summit's Premium Audit department works diligently to accurately assess the risk and verify classification codes on policies, which in turn helps ensure that premium is being charged correctly to the insured employer. We sat down with Eric Jones, assistant vice president of Premium Audit, to hear how the department helps our insured businesses keep their employees safe while protecting their bottom line.

What is a premium audit?

A premium audit is a verification of an employer's payroll for the period during which the insurance carrier provided the employer with workers' compensation coverage. The amount of the payroll must be verified because the final workers' compensation insurance premium is based on all compensation given to employees (including money and certain benefits they receive because of their employment) in return for the work they perform for the company.

Why are premium audits performed and how often?

Premium audits are required by workers' compensation insurance policy contracts, and some state workers' compensation laws also

provide audit requirements. The audit allows both the employer and their insurer to be certain that workers' compensation coverage has been properly and fairly billed in accordance with the insurer's rates filed with the state. Yearly audits are scheduled for insured employers and typically performed at the end of each policy period.

How are premium audits performed?

We provide two types of audits—mail and physical. If an account qualifies, requested documents can be submitted by mail, email or fax and are processed by our in-house audit staff. If an account does not qualify for a mail audit, a field auditor will conduct a physical audit by visiting the insured employer to collect records. We continue to provide virtual visits rather than on-site physical visits when needed. We're

also working on a file upload option to simplify the document submission process for insureds.

How do Summit's premium audit services differ from competitors?

Currently, 98% of our premium audits are handled by Summit auditors. This allows us to provide exceptional customer service and a high level of accuracy and quality for our customers. Also, most of our insured businesses have the same auditor assigned to them year after year which helps build a strong working relationship.

How many employees work in the Premium Audit department?

The Premium Audit department currently has 32 employees in-house across our three regional offices and

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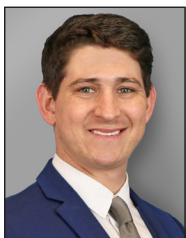
Business Updates

Meet our new Sales staff members



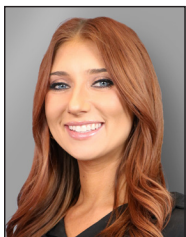
New agency executive and North Carolina native **Stephen Pearman** comes to us with a broad range of insurance sales and underwriting experience, most recently with a mutual insurance company. He holds a Bachelor of Arts in economics from the University of North Carolina in his hometown of Chapel Hill.

His professional designations include Certified Insurance Counselor [CIC], Certified Risk Manager [CRM], Associate in Commercial Underwriting-Management [AU-M] and North Carolina P&C license. Stephen will handle agencies in North Carolina and is excited to continue nurturing existing relationships while also developing new connections and getting to know producers and account managers with more in-person interaction. He enjoys setting goals and solving problems and is looking forward to working closely with agencies to help grow businesses with Summit. When he's not working, Stephen is happy spending time with his family and dogs or playing golf with friends and clients. You can reach him at 919-805-9649 or Stephen.Pearman@summitholdings.com.



Our newest agency executive, **Joe Ross**, comes to Summit with experience in a variety of roles, including sales, agency producer and management, along with a background in construction safety consulting. He was born and raised in Maine and lived in Washington, D.C. for several years before moving to

Sarasota, Florida, where he currently resides. Joe will be handling agencies in our Gulf Coast territory, from Tampa Bay to Southwest Florida and is excited to meet new people and build meaningful relationships in the workers' comp industry. Along with a Bachelor of Science in business administration and management from American University, he also holds a Florida P&C license and Florida Health, Life and Annuity license. When he's not at his desk or networking, you might find Joe at the gym. He also has an avid interest in the latest dining fads and is a self-described foodie. You can contact Joe at 941-297-7318 or Joseph.Ross@summitholdings.com.



We're proud to welcome **Mikayla St. Jean** to Sales after five years as a Summit underwriter and a brief stint at an independent agency. As a sales representative, she will help support agencies in Alabama, Arkansas, Louisiana, Mississippi, Oklahoma and

Texas. Mikayla is a graduate of University of Central Florida, where she earned a Bachelor of Arts in radio, television and digital communication. She has also obtained her customer service rep license and is currently working toward her P&C insurance agent license. She's excited to put her experience to work in growing her agencies and developing new relationships. Mikayla describes herself as a social butterfly and loves hanging out with friends, family, her Goldendoodle and her two cats in her hometown—Lakeland, Florida. You can reach Mikayla at 863-640-3640 or Mikayla.StJean@summitholdings.com.



Carson Heinen recently joined the Sales team as a sales representative following a year and a half in Summit's Marketing department. The Gainesville, Georgia, native graduated from Mercer University with a double major in management and sports marketing and analytics. He also completed marketing internships

at Macon Sports Hall of Fame and the Tour Championship at East Lake. Carson is looking forward to working with agencies in Georgia, Indiana, Kentucky, North Carolina, South Carolina, Tennessee and Virginia. He's excited to grow and maintain strong and meaningful relationships in these states. Carson describes his ideal down time as being on a lake with friends or watching Georgia football. He also enjoys golf and fishing. You can reach him at 770-519-1985 or Carson.Heinen@summitholdings.com.

Summit website chat



By using the chat feature on our website, information is easier than ever to find. Simply go to summitholdings.com and click **Quick service and chat** at the bottom. Navigate

through our available topics, type a description of what you need or visit our frequently asked questions. The newest feature for you and your Summit clients provides navigation to the **Electronic Funds Transfer (EFT) Authorization form**, which policyholders can use to sign up for automatic withdrawal of their workers' comp premium payment from their bank account each month. You and your Summit clients can also navigate to additional features, such as claim overviews, certificates of insurance [COI], loss run reports, the Report an Injury application and more. Injured workers can find adjuster and doctor contact information, status of reimbursement checks, add medical appointments to their calendars and much more. Please let your clients know about how this tool can help!

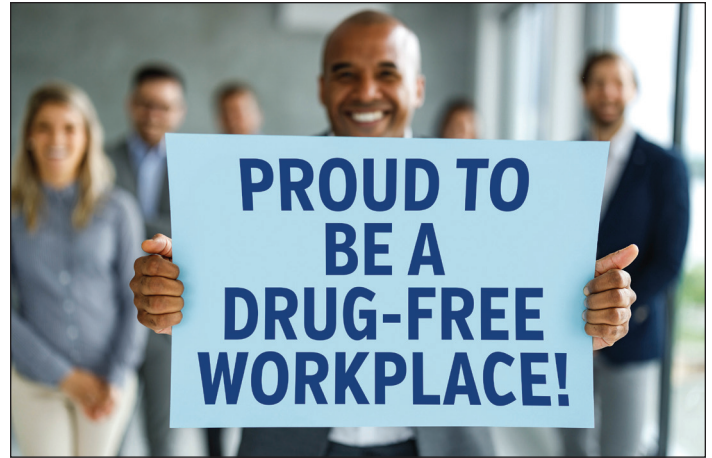
Agent training courses available



Summit offers agent training on specific areas of workers' comp—available both in person and virtually—to help you and your agency learn more about comp and the products we can offer your clients. Contact your agency executive today to schedule a training session on any of these topics:

- Claims Insight
- Drug-Free Workplace Program Premium Credit
- Knowing and Selling Experience Mods
- Premium Audit Documentation Overview
- Products: An Emphasis on Large Accounts
- Reporting Payroll for Premium Audit and WebCAP [monthly online self reporting]

Drug-free workplace program premium credit



How many of your clients have a drug-free workplace program? By helping to reduce accidents, injuries and illnesses, these programs have the potential to lower workers' comp premiums. Some states even offer a premium credit for establishing a drug-free workplace program.

Please point your Summit clients to our website, where they can find information about the programs, including training materials and sample programs. They can also find out if a premium credit is available in their state and obtain an updated drug-free workplace premium credit application. Simply go to summitholdings.com, click **Safety Resources** and then **Drug-Free Workplace**.

Video tutorial on reporting payroll

Check out the Summit Online Tutorial: How to Report Payroll—an easy-to-follow video that gives you everything you need to know about WebCAP, Summit's payroll reporting application.

- Learn how to create a payroll report by entering important data, such as work code, gross amount, time and a half/double time and uninsured subcontractors
- View step-by-step directions on how to make an online payment in WebCAP
- Learn how to view and make changes to previously submitted reports

To find the tutorial, log in to summitholdings.com, click **Agency Resources**, **Content Library** and then **Technology and tools**. Policyholders who are enrolled in WebCAP can access the tutorial from the WebCAP application.

Telemedicine benefits

Don't forget that Summit works with many providers who offer telemedicine—medical care provided remotely to a

patient in a separate location using two-way voice and visual communication. These services are billed and processed the same as in-office visits and provide injured workers with easier access to care, mitigate the spread of viruses and may decrease wait times.



Concentra Telemed® is the first telemedicine platform designed for work-related injuries and illnesses. Their expertise and convenience is why they are our preferred telehealth provider.

Please be sure that your Summit clients are aware of this option so their injured workers can take advantage of these benefits. To determine if a provider offers telemedicine, policyholders can go to summitholdings.com, click **Employer Resources** and **Find a Medical Provider**. This tool indicates telemedicine availability in some listings. They can also contact a provider directly to confirm. For more information about these services, visit summitholdings.com and click **Telemedicine** from the **Employer Resources** menu.

Summit Content Library

We continually add marketing pieces to our Content Library to communicate who Summit is and provide education on our services. This broad collection of brochures, videos and more is a valuable resource to help you and your clients understand the ins and outs of workers' comp—from underwriting to return to work, and everything in between. You can use these downloadable materials for your agency and with new or existing clients. Printed copies of most materials are also available by contacting your agency executive. To access these resources, log into summitholdings.com, click **Agency Resources** and then **Content Library**. ■

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45 field employees across the 14 states in our territory.

Tell us about your career journey

After graduating college with a bachelor's degree in secondary education, I taught for five years while completing a master's degree in educational leadership. I then spent one year in an administrative role in a local school system. I joined Summit 19 years ago as a human resources corporate trainer and after one year, transferred to the Premium Audit department as an in-house manager. After eight years as a manager, I was promoted to assistant vice president of Premium Audit.

What do you like most about working for Summit?

I like the variety of work that my job offers—each day offers new development opportunities. I perform internal and external training on premium audit and

fraud, interact with agents and insureds and work on special projects with other departments. Summit provides me with the best team to work and grow with, and I enjoy the family atmosphere where the people truly care for each other as they would their own family members.

To learn more about the Premium Audit services we provide, go to summitholdings.com. ■



Marketing Insight: Could Your Agency Use a Website Chatbot?

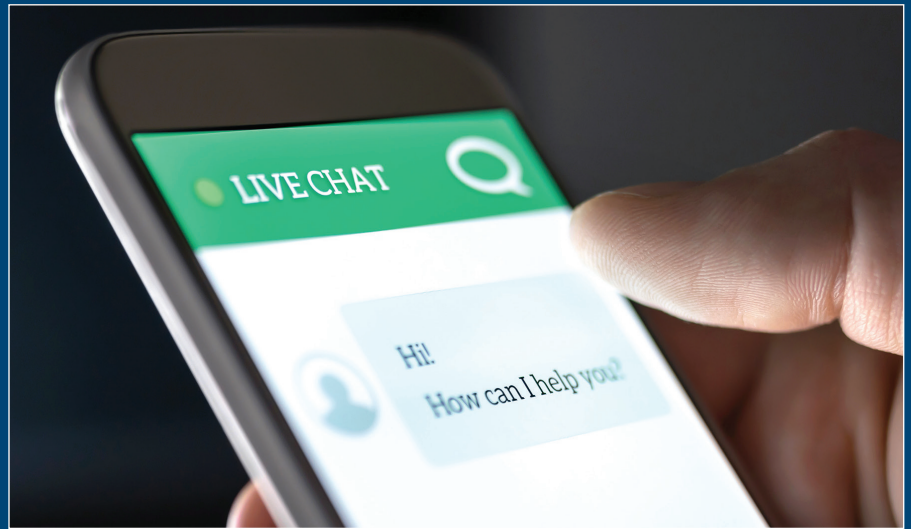
Ah, the automated phone attendant, the bane of every customer since its invention. Who among us hasn't grumbled something about speaking to a "real person" in such a situation? As frustrating as these systems often seem to us now, they were a vital innovation in the 1980s and '90s. In rapidly growing companies, human operators simply couldn't keep up with the number of incoming calls.

Four decades ago, the automated phone tree was the first step in bringing interactive technology into the business world—and in 2023, we've come a long way. Today, online chatbots can simulate and process human interactions to such a degree that users may not always be able to tell the difference between a live person and an advanced bot.

Here at Summit, we believe genuine human interaction is irreplaceable in our relationships with our agencies and your clients. That's why, during normal business hours, you'll never have to press a number to speak to someone when you call our office. However, we're also strong advocates for technology and innovation when it works to the benefit of our customers.

Over the past couple of years, we've introduced a website chatbot, which is essentially a software application that mimics human conversation and can range from very simple to highly sophisticated. You might have interacted with one before. When you're viewing a website and you see a window pop up asking if you need help, that's often a chatbot.

Some of your customers probably still want to speak to a real person every time. Others expect to



complete simple tasks without human interaction. Scheduling appointments, verifying contact information, accessing documents and potentially dozens of other repetitive tasks can easily be completed with the help of a chatbot, 24 hours per day.

Not sure where to start? Find out what your customers need by identifying the top requests your staff receive, and the top items searched for on your website. You can always start with a few basic tasks for your chatbot and build in new functions as more needs come to light.

If you've accessed our chatbot—the Summit Virtual Assistant—you've seen that it offers help navigating our website to locate claim and policy information, documents and specific applications, such as injury reporting. Users can navigate through available topics, type a description of what they need or visit our frequently asked questions. It also uses natural language to interpret questions and responses typed in by the customer. The chatbot begins each conversation by identifying the user as an agent, insured business or injured worker.

From there, options, or use cases, are offered to the customer.

As far as the technical details, chatbot systems are so common that you can download an app and build one in less than an hour, but we don't necessarily recommend that approach. There are thousands of chatbot providers to choose from with the expertise to customize to your business's individual needs. Start by speaking with the internal department or company that built your website. It's likely they have a chatbot program or vendor they prefer that can easily take the lead.

A chatbot that is implemented successfully leaves customers with the impression that your company has helped them in the way they want to be helped. In today's world, your customers want the option to interact with you on their terms and on their timetable. Your agency needs to create the most efficient way to provide that service while also maximizing staffing resources and enhancing productivity. So, keep your receptionist on hand as usual during business hours, but also consider adding a chatbot to your online marketing toolbox. ■

Incentive Programs

For complete incentive rules, log in to our website at summitholdings.com. [The premium required is based on the Summit region where the agency is domiciled.]

London, England

All Summit-managed carriers



Travel dates

October 2023

Qualification period

January 1, 2023 – July 1, 2023

Qualification amount:

Florida premium: \$800,000

Southeast premium: \$600,000

Southwest premium: \$500,000

Costa Rica

All Summit-managed carriers



Travel dates

March 2024

Qualification period

January 1, 2023 – December 31, 2023

Qualification amounts

Florida premium: \$500,000

Southeast premium: \$400,000

Southwest premium: \$300,000

Argentina

Retailers Casualty Insurance Company



Travel dates

April 2024

Qualification period

January 1, 2023 – December 31, 2023

Qualification amount \$100,000

Portugal

BusinessFirst Insurance Company and RetailFirst Insurance Company



Travel dates

May 2024

Qualification period

January 1, 2023 – December 31, 2023

Qualification amounts

Florida premium: \$650,000

Non-Florida premium: \$450,000



Member of Great American Insurance Group

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Summit manages **Bridgefield Casualty Insurance Company*** and **Bridgefield Employers Insurance Company***, coverage available in AL, AR, FL, GA, IN, KY, LA, MS, NC, OK, SC, TN, TX and VA;
BusinessFirst Insurance Company, coverage available in FL, GA, IN, KY, NC, SC, TN and VA;
RetailFirst Insurance Company, coverage available in FL;
Retailers Casualty Insurance Company, coverage available in AL, AR, LA, MS, OK and TX.

*A Summit affiliate

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