

## Workers' Compensation Cost Management: Developing a Strategy in Today's Insurance Market

- 8:00-8:15     **Registration**
- 8:15-8:00     **M3 Market Update and Workers' Compensation  
Cost Centers & Benchmarking Results**
- 8:30-9:00     **Controlling Cost By Focusing on Prevention**
- Management Commitment
  - Reactive Safety vs. Proactive Safety
  - Using Data to Determine Cost and Develop Focus
  - Addressing Culture and Being an Agent for Change
- 9:00-9:30     **Best Practices Approach to Claims Management**
- Effective Claims Investigation
  - Communication, Communication, Communication!
  - Insight into Reserving Practices
  - Settlement: When and How
  - Role of Technology
- 9:30-9:45     **Break**
- 9:45-10:15     **Integrating the Medical Provider into your WC  
Program**
- Hiring Practices
  - Post Injury- Communication and Timely Return to Work
  - Occupational Model- Reduce Frequency and Influence of Treatment
- 10:15-10:45     **Controlling the Litigation Factor**
- Managing Injured Worker Relationship
  - Interaction with Plaintiff Attorneys
  - Cutting Costs Associated with Defense Attorneys
  - General Litigation Strategies in “Big Money” Cases
- 10:45-11:30     **Question and Answer**

## YOU'RE INVITED

Mortenson, Matzelle & Meldrum, Inc. would like to invite you to join us for a lively, information-packed discussion. The panelists we've selected to guide the discussion will leave you with a number of proven, effective methods to impact Workers' Compensation costs.

### Our Panelist Are:

- The Safety Director from a National Manufacturer
- Leading National Third Party Claims Administrator
- Occupational Medicine Physician
- Workers' Compensation Defense Attorney

### LOCATION:

Mortenson, Matzelle & Meldrum, Inc.  
3113 West Beltline Highway  
Madison, WI 53713

### DATE & TIME:

Tuesday, April 9, 2002  
Registration: 8:00 am  
Program: 8:15-11:30 am

Fax responses to Julie Buchanan at  
608-273-1443

*(Fax back response form provided on reverse  
side of presenter biographies.)*

Or email to: [julieb@mmmins.com](mailto:julieb@mmmins.com)

Please RSVP by April 1, 2002

INSURANCE MARKET  
DEVELOPING A STRATEGY IN TODAY'S  
WORKERS' COMPENSATION:  
COST MANAGEMENT:

“EDUCATION THROUGH INFORMATION”

I N S U R A N C E

---

Mortenson, Matzelle & Meldrum, Inc.

Mortenson, Matzelle & Meldrum, Inc.

I N S U R A N C E

---

3113 West Beltline Highway, P.O. Box 8950, Madison, Wisconsin 53708-8950  
Phone: 608-273-0655, Fax: 608-273-8873, [www.mmmins.com](http://www.mmmins.com)

## **Jason Crosby**

Mr. Crosby is the Corporate Safety Director for Plastic Ingenuity, Inc. a custom plastic thermoforming manufacturer in Cross Plains, Wisconsin. He has experience in all areas of occupational safety and health: Safety Management; Program Development; Hazard Identification, Control and Design; Workers' Compensation; Ergonomics; OSHA and Environmental Compliance.

He is an Associate Safety Professional (ASP) and is working towards his Certified Safety Professional (CSP) designation. Mr. Crosby holds a Bachelor of Science in Occupational Safety. He is the current American Society of Safety Engineers Badgerland Chapter President. He is a member of National Safety Council's Rubber and Plastics Section Committee and a member of Society of Plastics, Occupational Health and Environmental Issues Committee. Mr. Crosby has also presented at the Wisconsin Safety Council Congress on ergonomics.

## **Michael Marsh**

Mr. Marsh joined Gallagher Bassett Claims Management Services, Inc. in 1988. Gallagher Bassett Claims Management Services is a full service, third party claims administration firm based in Itasca, Ill. They provide casualty, disability and managed care services to over 1,700 clients nationwide. Since January 2001 Mr. Marsh has served as the regional branch manager in Gallagher Bassett's Arlington Heights, IL office. In this role Mr. Marsh provides clients with a broad range of risk management services. He is also responsible for directing and monitoring staff assignments and coordinating client services. Mr. Marsh has more than 17 years of claims handling experience.

## **Dr. Daniel Beaver, M.D.**

Since July 2001 Dr. Beaver has served as Medical Director at Concentra's Madison East Clinic. Concentra is a clinic that serves the occupational health needs of its clients. Those services range from pre-employment evaluation, fit for duty evaluation, acute on the job injury care, back to work rehabilitation care, to immigration evaluation, drug screening, onsite evaluation of client facilities and work place injury prevention.

Dr. Beaver comes from a background as a Family Practice residency trained and Board certified physician. He has practiced emergency medicine for the last ten years in Michigan's Upper Peninsula and most recently in Baraboo, WI.

## **Attorney David Castagna**

Atty. Castagna joined Royal & SunAlliance in 1993, specializing in worker's compensation defense. Atty. Castagna serves as managing attorney for the Milwaukee office of Royal & SunAlliance. He also manages house counsel offices in Minneapolis and Houston. Royal & SunAlliance is one of the world's largest international insurance groups and writes most of the major classes of property & casualty and life insurance. They are among the top 3 of multinational property and casualty operations worldwide and have leading or significant market positions in the UK, USA, Canada, Scandinavia and Australia.

## FAX BACK RESPONSE FORM

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail : \_\_\_\_\_  
Address: \_\_\_\_\_

Submit your questions in advance:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Fax Responses to:  
Julie Buchanan (608) 273-1443

Or E-Mail:  
[julieb@mmmmins.com](mailto:julieb@mmmmins.com)

Please RSVP by April 1, 2002

A map to Mortenson, Matzelle & Meldrum will be sent per your response.