



Workers' Comp Digital Sales Kit

Marketing Tools to Help Grow Your Business



Attract
New Customers



Win Back
Past Customers



Engage
Current Customers



Thank You For Being Our Partner

On behalf of the entire team, I'd like to thank you for the trust you place in ICW Group when advising your clients about their workers' compensation program. Every day we strive to exceed your expectations by creating the best insurance experience possible for both you and your clients.

This interactive sales kit has been designed to help you further showcase the unique and complimentary services your clients receive with their ICW Group policy. For each service, you'll find suggested sales messages, emails, marketing flyers, and more. And with just a click of a button, you can easily present these services directly to your clients.

As partners, we understand that your success drives our success and we believe you'll find these tools and resources especially valuable in presenting ICW Group, strengthening your client relationships, and building your book of business.

I look forward to the future growth I know we can achieve together!

Paul Zamora

Paul Zamora
Chief Underwriting Officer / SVP-Commerical Lines

FREE Client Services

The true value of ICW Group lies with our customer experience and our customer-centric services, which are included for free.

These FREE resources help your clients save time and money, keep their workplace safe, & support injured employees.

Plus, there's a resource just for you, to help you win more business.



Company Overview

Background information and resources on ICW Group's multiple product lines and on what sets us apart.



Safety OnDemand®

A robust online safety & learning management system.



Nurse Triage Hotline

A medical hotline helping clients minimize costs & protect employees' health.



Injured Workers Center

An online resource to help your clients' employees minimize lost work time & quicken recovery.



HR OnDemand®

Expert advisors and resources to help your clients stay compliant with HR laws.

Overview of Key Policyholder Benefits

Every Work Comp policyholder receives:

- Robust online safety & learning management system (Safety OnDemand®)
- Expert advisors and resources to help them stay compliant with HR laws (HR OnDemand®)
- Medical hotline to protect employees' health and minimize lost productivity (Nurse Triage Hotline)
- An online resource to help their injured employees quicken their recovery duration and minimize lost work time (Injured Workers Center)
- Aggressive hands-on claims management
- One-on-one personalized risk management
- Pay-as-you-go online payroll reporting
- Nurse Triage Hotline and a nurse case manager to ensure injured workers get the best care possible, as quickly as possible, and are on the path back to work
- A telemedicine service designed specifically for work comp injuries
- Reviews of every fraud claim within 24 hours of claim creation
- Every claim evaluated with over 3,000 data points using proprietary technology to identify red flags

Why ICW Group?

For 50 years, ICW Group has focused on innovation and building our customers' trust.

As a national, top-tier carrier, we have distinguished ourselves with proactive claims handling, market-leading value-added services, and award-winning customer experience.



Regional Offices:
North Midwest,
South Central, South
Midwest, Southeast,
and Northeast



1,000+
Employees



300,000
Customers



\$2.5 Billion
2023 Direct & Assumed Premium

Insurance Products



Strength and Stability with a Proven Track Record



Industry-leading Risk Management & Claims Expertise



Broad Underwriting Appetite with Premiums Starting at \$1500



Unparalleled SIU / Anti-fraud (every claim is checked for fraud)



1,000+ SIC Codes



Charitable Commitment since 2014: \$600+ million



Insurance Business
Of America
5 Star Carrier

**A.M. BEST
RATING
"A"**

(EXCELLENT)
Financial Size
Category of XIII



17-Year
Ward's 50 P&C
Top Performer

**#16
NATIONALLY
NAIC**

National Ranking
For Direct Written
Premium

Tools to Sell ICW Group

Corporate Brochure

Use this **interactive digital brochure** to explain ICW Group's background, expansive product list, & services.



Corporate PowerPoint

Use this **PowerPoint** to present in-depth explanations of ICW Group's products & services.



Sales Pitch

ICW Group is a national, multi-line, AM Best 'A' rated insurance carrier, quoting more than \$3.5 billion annually. For over 50 years, we've focused on innovation and building customer trust with in-house underwriters and auditors, a broad underwriting appetite, proactive claims handling, and award-winning customer experience.

We continue to receive awards and high rankings for outstanding service to both agents and policyholders.

Policyholder Perks Brochure

Use this **interactive digital brochure** to explain the full suite of FREE services included with ICW Group work comp policies.



Agency Onboarding Toolkit (FOR AGENT USE ONLY)

Use this **interactive digital toolkit** as a one-stop document to access our Agent Portal, then submission platform (Snap) and Agent Selling Tools.





Safety *OnDemand*[®]

Benefits

Help your clients keep their workforce safe and productive by easing their workload, sharpening their workplace safety training, and preventing injuries before they happen.

Advantages

This highly engaging platform delivers preventative safety information that's easy to find, easy to learn, and easy to make a seamless part of their business.

Features

Competency-based learning management system with 500+ courses, videos & webinars, plus progress tracking and completion reports

24/7 access to more than **5,000+ safety materials** to assign for **one-on-one training from anywhere, anytime, and on any device**

800+ full-featured safety talks with presentations, topic-driven handouts & quizzes – packaged and ready to deliver

Short, comprehensive and on demand **webinars**

Easily customizable safety programs with wizard-driven templates, to help your clients ensure their workplace is OSHA compliant

Tools to Sell Safety OnDemand®

Sales Pitch

Safety OnDemand® is a free robust online safety and learning management system designed to keep workers safe and businesses up and running with minimal downtime. The platform serves up more than 5,000+ preventative safety materials that are easy to find, easy to learn, and easy to make a seamless part of your business.

Client Promotional Email

Use this **quick, pre-written email** to connect with your client.



Note: Includes Overview Flyer.

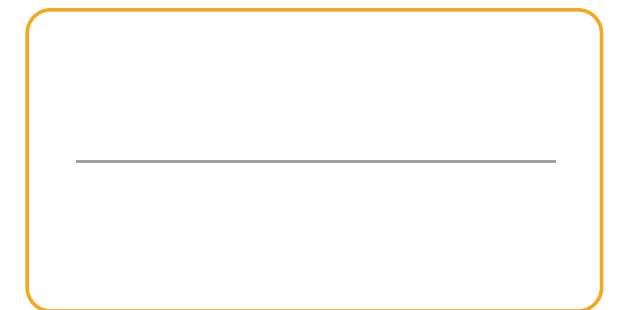
Service Overview Flyer

Use this **one-page flyer** to educate your clients about this service.



Short Promo Video

Use this **2-minute video** to showcase Safety OnDemand for your client.





Nurse Triage Hotline

Benefits

Help your clients minimize costs and protect their employees' health.

Advantages

Nurses specialized in treating workplace injuries are available to evaluate, administer advice, and determine a treatment plan for non-emergency injury.

This service improves your client's financial performance by mitigating unnecessary ER expenses while reducing work time, and limiting your client's exposure to costly litigation.

Features

Saves your client's time by filing the first notice of loss and within 15 minutes sends a confirmation email

Bilingual nurses **available in 1 minute**

Available **24/7**

Tools to Sell Nurse Triage Hotline

Client Promotional Email

Use this **quick, pre-written email** to connect with your client.



Note: Includes Overview Flyer and Promo Video.

Service Overview Flyer

Use this **one-page flyer** to educate your clients about this service.



Sales Pitch

Nurse Triage Hotline is a free 24/7 hotline that offers access to bilingual nurses specialized in treating nonemergency workplace injuries. It serves to provide immediate medical advice, help minimize lost work time, mitigate unnecessary emergency room expenses or medical treatments, and it saves you time by filing the claim for you. Plus, ICW Group will ship – for free – posters, wallet cards, flyers, and stickers with the Nurse Triage Hotline phone number – for distribution to employees so the number will be handy if an injury does occur.

Short Promo Video

Use this **2-minute video** to showcase Nurse Triage Hotline for your client.



Free Collateral

Send a link to this collateral website so your clients can immediately **download, print, & ship materials**—we pay for everything!





Injured Workers Center

Benefits

Help your client's injured employees avoid surprises, navigate the claim process, and jump-start their recovery.

Advantages

On the Injured Workers Center website, your client's employees gain access to vital information, helping their recovery process.

Features

Immediate information on reimbursements and payments, medical treatment, claims procedures, reimbursement forms

Understand the **types of expenses covered**

Forms and resources

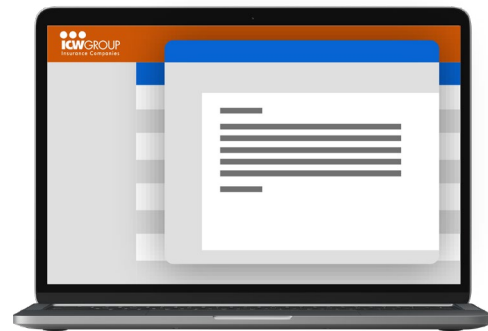
Available in **English & Spanish**

State-specific information

Tools to Sell Injured Workers Center

Client Promotional Email

Use this **quick, pre-written email** to connect with your client.



Note: Includes Overview Flyer.

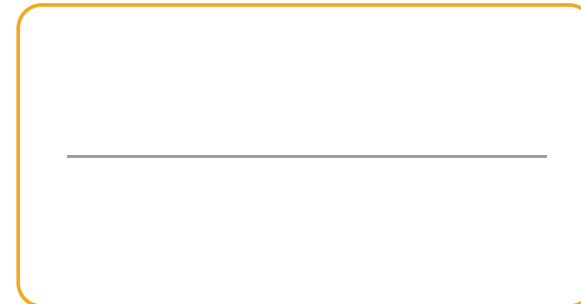
Service Overview Flyer

Use this **one-page flyer** to educate your clients about this service.



Sales Pitch

The Injured Workers Center is a free website that helps employees gain access to vital information, helping their recovery process. The website offers 24/7 immediate access to state-specific forms and resources on payments and reimbursements, types of expenses covered, claims processes, and lost wage information in both English and Spanish.





HR *OnDemand*[®]

Benefits

Help your client's save money and time by offering them this free team of HR consultants and resources.

Advantages

Your clients gain instant access to accurate, actionable advice on any workplace compliance issue and reduce time spent researching HR issues - at the federal, state, or local level. Also available is a team of certified HR advisors to perform the research for your client.

This service also helps insureds stay compliant with HR laws and saves costs by eliminating the need to hire additional HR consultants.

Features

Trustworthy guidance **in all 50 states**

1000's of sample forms

Speak to a team of certified HR experts (SPHR & PHR)

Webinars with expert HR consultants

Tools to Sell HR *OnDemand*[®]

Client Promotional Email

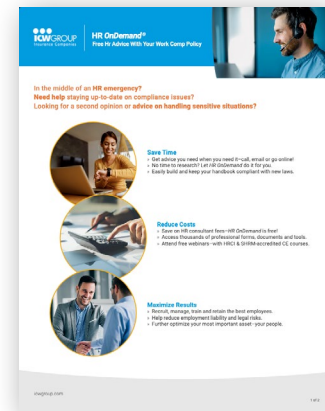
Use this **quick, pre-written email** to connect with your client.



Note: Includes Overview Flyer.

Service Overview Flyer

Use this **one-page flyer** to educate your clients about this service.



Sales Pitch

HR *OnDemand* is a free service that offers an experienced team of HR advisors and online HR-related resources for accurate, actionable advice on any workplace compliance issue - federal, state, or local. It saves time and money on managing compliance issues, day-to-day employee risks, and solving difficult HR situations. It includes access to certified HR advisors, an online portal, quarterly webinars with HR consultants, an employee handbook builder and thousands of forms – all FREE to ICW Group policyholders.

