

Executive Summary

Board of Governors Meeting, June 20, 2017

Assignment of Benefits

Throughout the 2017 Regular Legislative Session, Citizens worked cooperatively with the Florida Office of Insurance Regulation (OIR) and residential insurers to address the impact assignment of benefit (AOB) abuses have on household budgets, the availability of insurance coverage, and the Florida economy.

Citizens partnered with the [Consumer Protection Coalition](#) to educate consumers on what an AOB is and when it is offered, informed about the potential for fraudulent activity, and made aware of how issues within the AOB process drive up rates, promotes litigation and cause delays in claim resolution.

Since the start of 2017, these educational and informational efforts have included Editorial Board visits, on camera interviews, press events, targeted speaking engagements and nearly 160 articles written on the growing AOB issue.

The coordinated messaging of [Call Citizens First](#) and [AOB education](#) has been effective in sparking interest of the issue facing the Florida insurance market by encouraging customers and agents to make Citizens their first call when they have a potential claim. From the very start, Citizens is able to guide customers through the claims process and partner for a successful resolution.

Although proposed legislation to address the increased water losses, assignment of benefit abuse and skyrocketing litigation by bolstering consumer protections and clarifying attorney fee provisions failed to pass during the 2017 session, Citizens continues its efforts to control costs through policy changes and by educating customers through the [Call Citizens First](#) campaign.

Materials continue to be sent to agents to encourage conversations with clients at point of sale. In addition, new training will be made available this summer for agents regarding AOB practices and how to identify them. Information will continue throughout the summer for customers to maintain awareness and vigilance in identifying potential fraud and abuse associated with AOB practices. These messages will be delivered through both social media and on Citizens' website.

Additionally, Learning and Development has created an AOB training module that will be mandatory for all agents and cascaded to all Citizens employees. There are also plans in development to make the training (or portions of it) available publicly through Citizens website.

A summary of key AOB communication program metrics has been included for reference.

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Managed Repair Program

Building on the momentum and success of [Call Citizens First](#), Citizens continues to strengthen the partnership between customers and company with the launch of the optional emergency water removal and managed repair programs. A keystone of this education campaign will be the merging of these earlier efforts as we continue to tell the story of issues facing Florida homeowners. These programs are specifically designed to provide customer-focused claim service, ensure that thorough and timely repairs are made, and help stem the rising cost of water losses.

A landing page on the website will be built for the Managed Repair Program for customers, agents and adjusters with links to program-centric information. Once the program page is established, a website banner will be put into the main page carousel to direct visitors to the site to the new page.

To ensure eligible customers are made aware of these changes, the monthly postcard which is currently going out to all new and renewal HO-3 and DP-3 policies will be amended to include information on the program availability. The revised postcards will start mailing with July 2017 effective dates. An electronic version will be made available on the website for reference.

Citizens also is working on developing policyholder emails that outline the programs available under their policy form. These emails would be sent upon renewal for existing customers. New customers would receive a welcome email which provides similar information regarding coverages and programs under the policy form. These messages will reinforce specific policy language which has been included to help provide additional guidance for claims reporting and emergency repairs.

New brochures delineating the new programs and their inclusion in the claims process are under development. Current brochures will be revised to include program availability information as it applies to the covered topic. These brochures will be available in the [learning library](#) on the website and in print format for agents to order for their offices.

Agent training is in development with a mandatory modules scheduled for release mid-June. These module will cover both the Managed Repair Program and AOB. Follow up messaging opportunities with agents will include association newsletter articles, Power Hour Q and A sessions, Knowledge Base entries and bulletins.



AOB Outreach Efforts Metrics

Assignment of Benefits: Inclement Weather Email

Out of 868 policies affected by the hailstorm in NE Florida on May 31st, we were able to contact 376 individual policyholders via email. Less than 5 percent of the emails sent were undeliverable.

Sent	Opened	Total Link Clicks	Bounced
376	122	3	18

In addition, 171 emails were sent to the agencies of those affected

Sent	Opened	Total Links Clicked	Bounced
171	70	1	0

Sent June 1

Assignment of Benefits: Awareness Email

Out of 178,795 policies in the tri-county area, we were able to contact 92,039 individual policyholders via email. Only 14 percent of the emails sent were undeliverable.

Sent	Opened	Total Link Clicks	Bounced
92039	33429	2825	12702

In addition, 9,363 emails were sent to agents, LCRs and others who are subscribed

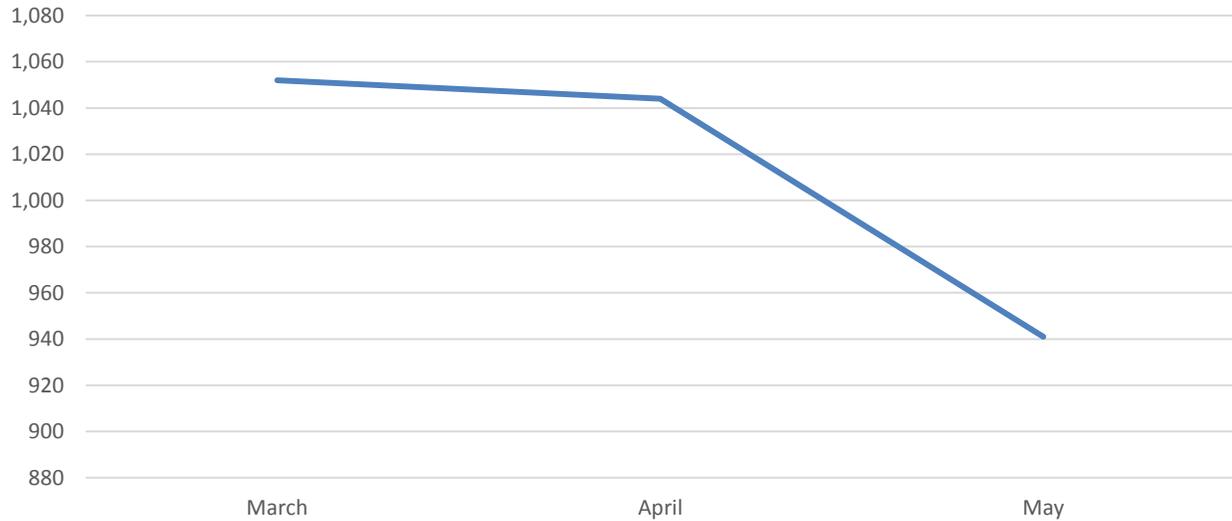
Sent	Opened	Total Links Clicked	Bounced
9363	3959	419	518

Sent March 22

Assignment of Benefits: Website Page Views

www.citizensfla.com/aob

Monthly Page Views



As of May 31, 2017

Published: March 20

Educational and Informational Efforts

Number	Category
7	Editorial board visits
3	Interviews
18	Speaking engagements across the state
2	<i>Citizens Advisor</i> articles
11,150	<i>Assignment of Benefits: What You Need to Know</i> brochures distributed (Spanish version available) In addition, we are currently sending with all HO-3 new business and renewal declaration packets
2	Press releases
174	Social media posts
157	AOB newspaper articles

As of June 3rd, 2017