

BUSINESS DEVELOPMENT DEPARTMENT

1997 Plans and Programs

PLAN

Corporate Strategic Planning Process

OBJECTIVE

Present the updated plan in February, 1997, and assist in its implementation through the 1997 planning process.

RESULTS EXPECTED

Restate the mission statement and redefine the companies goals.

FINANCIAL IMPLICATIONS

Each department has budgeted accordingly.

DEPARTMENTS INVOLVED IN THE ACCOMPLISHMENT OF THE PLAN

All

EXPECTED COMPLETION DATE

May 1997

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Additional Services

OBJECTIVE

Investigate and develop the capability to offer additional services to key clients, including:

- Outcomes Analysis/Quality Measures
- Electronic Medical Records
- Practice Management

RESULTS EXPECTED

Determine if there is a need for these types of products/services from NORCAL. Then begin to deliver them by NORCAL or through partners

FINANCIAL IMPLICATIONS

Each department will budget accordingly.

DEPARTMENTS INVOLVED IN THE ACCOMPLISHMENT OF THE PLAN

All

EXPECTED COMPLETION DATE

Ongoing

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Strategic Alliances

OBJECTIVE

Implement plan to identify and secure strategic alliance possibilities to be in the best position to recognize and contact good opportunities in this area. Set up guidelines/template for analyzing a good opportunity.

RESULTS EXPECTED

Identifying good opportunities and having the structure in which to evaluate them.

FINANCIAL IMPLICATIONS

Some special financial analysis will be required to provide initial screening. The costs associated with the development of a specific deal would be individually costed.

DEPARTMENTS INVOLVED IN THE ACCOMPLISHMENT OF THE PLAN

Primarily Finance and Legal

EXPECTED COMPLETION DATE

Ongoing

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NORCAP Project

OBJECTIVE

Continue CIF and involvement of NORCAP in strategic planning process, implement one or two additional projects during the year. Most likely projects:

- Camp NORCAL II
- Possible group solicitation of life reinsurance/disability products

RESULTS EXPECTED

Protect and strengthen our sponsorship relationships with attendant marketing and public relations benefits.

FINANCIAL IMPLICATIONS

As currently viewed, the strategic planning process would be conducted within the scope of regular Business Development/Sales departmental activities. Additional costs, therefore, would be nominal.

We have not yet finalized any specific projects for 1997

DEPARTMENTS INVOLVED IN THE ACCOMPLISHMENT OF THE PLAN

All

EXPECTED COMPLETION DATE

Ongoing

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California Relativity Study and Rate Recommendation (Physicians Only)

OBJECTIVE

Review profit and loss reports regarding the experience of NORCAL physicians and make classification and rate level recommendations based on that information. Also look at the rating methodology and decide if changes need to be made.

RESULTS EXPECTED

Adjust classification and rates according to experience based on actuarial data.

FINANCIAL IMPLICATIONS

Actuarial costs will be budgeted through the Finance department.

DEPARTMENTS INVOLVED IN THE ACCOMPLISHMENT OF THE PLAN

Finance and Insurance Operations

EXPECTED COMPLETION DATE

June, 1997

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Staff Assistant Development

OBJECTIVE

Provide the Business Development Staff Assistant training literature, basic insurance classes and seminars during the year which will improve overall effectiveness in the position.

RESULTS EXPECTED

A more knowledgeable employee.

FINANCIAL IMPLICATIONS

The cost of this program will be approximately \$1,000 and this has been included in our 1997 budget.

DEPARTMENTS INVOLVED IN THE ACCOMPLISHMENT OF THE PLAN

None

EXPECTED COMPLETION DATE

Ongoing