

FOR IMMEDIATE RELEASE  
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**CUNNINGHAM GROUP INTRODUCES  
MALPRACTICE RISK MANAGEMENT TOOLS  
TO REDUCE INSURANCE COSTS**

*Cunningham Assessment & Risk Evaluation<sup>sm</sup>  
Is Based on Physician-led Research*

OAK PARK, Ill., -- To help physicians prevent malpractice claims and improve insurability, Cunningham Group is offering exclusive risk management strategies that are based on physician-led research and will attract the best rates from malpractice insurance companies in today's difficult market.

Cunningham Assessment & Risk Evaluation<sup>sm</sup> (CARE<sup>sm</sup>) is an exclusive program Cunningham Group provides at no cost to qualified medical practices. Cunningham Group President/CEO James H. Cunningham said his agency developed CARE<sup>sm</sup> because physicians can and should take steps to manage risk during the ongoing malpractice crisis.

"Rather than waiting for someone else to solve the malpractice crisis, we believe physicians can take steps to reduce practice risks and costs," said Mr. Cunningham. "The multi-specialty Risk Management Division at Cunningham Group offers the breadth and depth of services needed to cope with today's multiple challenges."

Mr. Cunningham said that with \$25 billion in medical malpractice tort costs in 2002, physicians have never had more incentive to work with a broker who can help them control costs and reduce risk.

"The marketplace is shifting in response to huge increases in the cost of malpractice insurance," said Mr. Cunningham. "The coming trend in malpractice coverage from the largest insurance companies will be to offer discounts to physicians who reduce risk. To help physicians take advantage of premium discounts, Cunningham Group developed the CARE<sup>sm</sup> program."

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## **Cunningham Group's CARE<sup>sm</sup> Program/2**

Cunningham Group's CARE<sup>sm</sup> program offers services that cover malpractice risk management, asset protection risk management, billing errors and omissions risk management, HIPAA compliance risk management and employment practices risk management.

“We're offering CARE<sup>sm</sup> to physicians at no cost as part of our brokerage services. This approach means physicians don't have to wait until renewal time to take steps to reduce risk. They can do something about it sooner rather than later.

“And with our risk management strategies, we will have a negotiating advantage when it is time to renew malpractice insurance policies,” said Mr. Cunningham.

Cunningham Group continually monitors trends and emerging technologies in health care delivery, medical practice productivity, public and private reimbursement, clinical risk management, insurance markets and insurance underwriting.

Mr. Cunningham is a frequent speaker and panel participant at leading seminars and conferences. In January and February 2004, he testified before Illinois Senate committees regarding the ongoing medical malpractice crisis.

Physicians interested in knowing more about the CARE<sup>sm</sup> program can contact Cunningham Group at 800-962-1224 or [www.cg-ins.com](http://www.cg-ins.com) to apply online.

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### ***About Cunningham Group***

Cunningham Group is an independent insurance agency and risk management organization headquartered in Oak Park, Ill., with offices in Michigan, Ohio, Texas and Florida. Cunningham Group specializes in the delivery of innovative business insurance and risk management solutions to physician practices. Founded in 1947, Cunningham Group offers products and services, both proprietary and in partnership with specialists, to assist the medical community in maintaining stability in the malpractice marketplace. Cunningham Group's success is reflected in its enviable 97 percent client retention rate.