

AIG Program Annual Planning Document and Action Plan

Program Administrator Name	Mercer Consumer
Program Name	CLIP
PA Key Contact	Lena Borski / Kathleen Yergin
AIG Relationship Manger	Tom Voss

Financial Objectives

Program Target Loss Ratio	67.7
Program Target Combined Ratio	98.3
RAP Target	529

Annual Plan Calculation	2015 GWP Goal	2015 Actual GWP	Renewal Retention	Planned Rate Change	Renewal Premium	New Business Objective	20YY GWP Goal
	2,708,000	3,388,000	92%	6% \$	3,250,000	\$500,000	3,750,000

Relationship & Program Factors

Program relationship is good with CLIP team, leadership for the CLIP program continues to change which leads to lack of direction for growth. Program has shrink over the last couple of years and had stabilized at around \$3 M. They have not put any money into new marketing, Optimist Club remains largest BCLIP account. BCLIP has not seen any new clubs (currently 17 BCLIP accounts).

Action Items in Support of 20YY GWP Production Goal

Item #	Supporting Activity	Objective	PA Owner	AIG Owner	Target Completion Date	Status
Item #1	Expand program to non-sponsored professionals that were previously written under associations (BCLIP) policies	Program Growth	Lena Borski	Tom Voss	Qtr. 2	
Item #2	Development of program website by Mercer	Achieve RAP Target	Lena Borski	Tom Voss	On-Going	
Item #3	Work with CLIP to update applications & file additional endorsements to improve underwriting data and coverage (Will require filings in RPG states)	Improve underwriting quality & clarify coverage intent	Lena Borski	Tom Voss	Qtr. 4	
Item #4	Continuation of Bi-Weekly or Monthly Status Meeting	Improve Communication	Lena Borski	Tom Voss	On-Going	
Item #5	Cross Sell VCLIP and/or Equipment	Program Growth	Lena Borski	Tom Voss	On-Going	
Item #6	Implement a drip marketing email campaign to existing policyholders to increase retention and cross-sell products.	Program Growth	Lena Borski	Tom Voss	On-Going	

Program Administrator Name:

Signature:

Print Name:

Date:

Lena Borski

 Lena Borski

 1/15/2016

AIG Program: Signature

Signature:

Print Name:

Date:

Thomas Voss

 Thomas Voss

 1/15/16
