

The logo for ARAWC, featuring the lowercase letters 'arawc' in a white, sans-serif font against a dark blue background.

arawc

A panoramic view of the Dallas skyline, including the Reunion Tower and various skyscrapers, set against a blue sky with light clouds. The foreground shows a green hillside with trees.

**2019 ARAWC Annual Meeting:
Protecting & Promoting Texas Injury Benefit Programs**

www.arawc.org



Welcome!

arawc

Agenda

- Who is ARAWC?
- Strengthening Texas Nonsubscriber Reputation
- QCARE: What is it and Why needed?

Q&A Session 1

2:20pm – Break 1 (10 minutes)

The logo for ARAWC, featuring the lowercase letters 'arawc' in a white, sans-serif font, enclosed within a dark blue rectangular border.

Agenda

- How will QCARE Work?
- QCARE Rollout

Q&A Session 2



Agenda



KEYNOTE:

- **Guy Fraker on Innovation!**

ar@WC

Agenda

- Research Update
- Financial Update
- Membership Update

Q&A Session 3

4:00pm – Break 2 (10 minutes)

The logo for ARAWC, featuring the lowercase letters 'arawc' in a white, sans-serif font, enclosed within a white rectangular border.

arawc



Agenda

- ARAWC Governance
- Government Relations Update

Q&A Session 4 & Closing



Welcome from ARAWC President

Jeff Strege, Sysco

A blue-tinted photograph of a city skyline, featuring several prominent skyscrapers. The text "Who is ARAWC?" is overlaid in the center in a large, white, sans-serif font. The background shows a variety of architectural styles, including a tall, thin tower with a spherical top on the right and a cluster of rectangular buildings in the center.

Who is ARAWC?



Association for Responsible Alternatives to Workers' Compensation

Actively protecting & promoting TX
injury benefit programs

Members sponsor and manage
programs for the vast majority of
the 1.2 million covered workers

Presence in Austin, Texas and
Washington, DC



**What has ARAWC done in the past year to
Protect & Promote Texas
injury benefit programs?**

ARAWC Key Strategic Objectives

#1 Protect & Promote TX



#2 Support Other States





STRONG ARAWC TEAM

Jeff P.



**AJ &
Virtual**



RNPR



**Ryan &
Frank**





Real News Public Relations

The Nation's First All-Journalist PR Firm, Staffed Exclusively by Experts & Industry Insiders

PR and Marketing Services

In addition to Media Outreach, we offer a full suite of marketing services. Our clients benefit from access to the following, ensuring they are able to take full advantage of their increased media exposure and brand awareness.



Media Placement



Speaker's Bureau



Social Media



Crisis Communications



Brand Development



**Search Engine
Optimization (SEO)**



Media Training



Web Design

Real News Communications Network

RNCN is the in-house content creation arm of Real News PR. Our enterprise-quality dedicated studio allows our clients to access to personalized professional-quality such as live streamed shows.



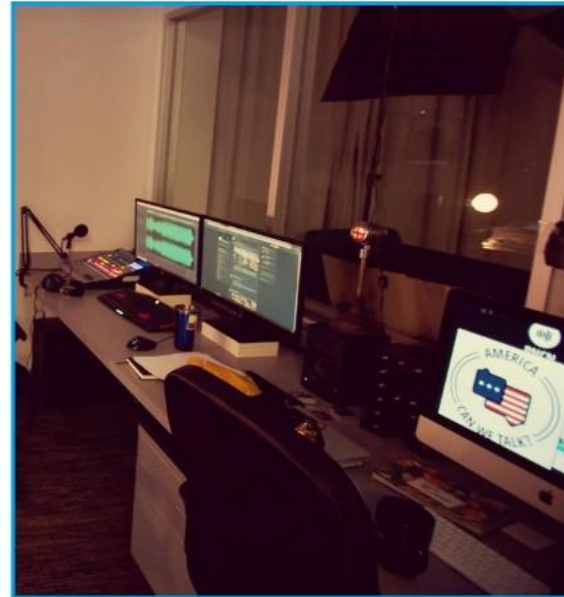
Recording

Capturing of live audio and video on high quality equipment



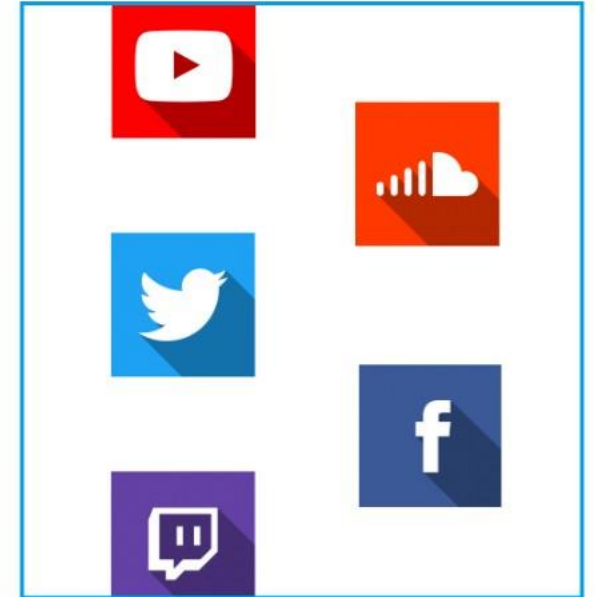
Production

Professional engineering and editing of audio and video



Distribution

To platforms such as iTunes, Facebook, Twitter, Youtube, and Twitch.tv



Live Streaming

Simultaneously to multiple platforms

23 VIDEOS CREATED



Team Intros & Recruiting Video

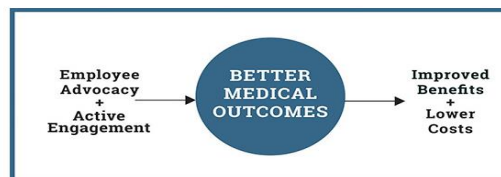


2018 Annual Meeting Recap & 7 Gov't Relations Updates

Innovation Series & QCARE

OUR GOALS

Workers' compensation and Texas injury benefit plans pursue these same five goals:



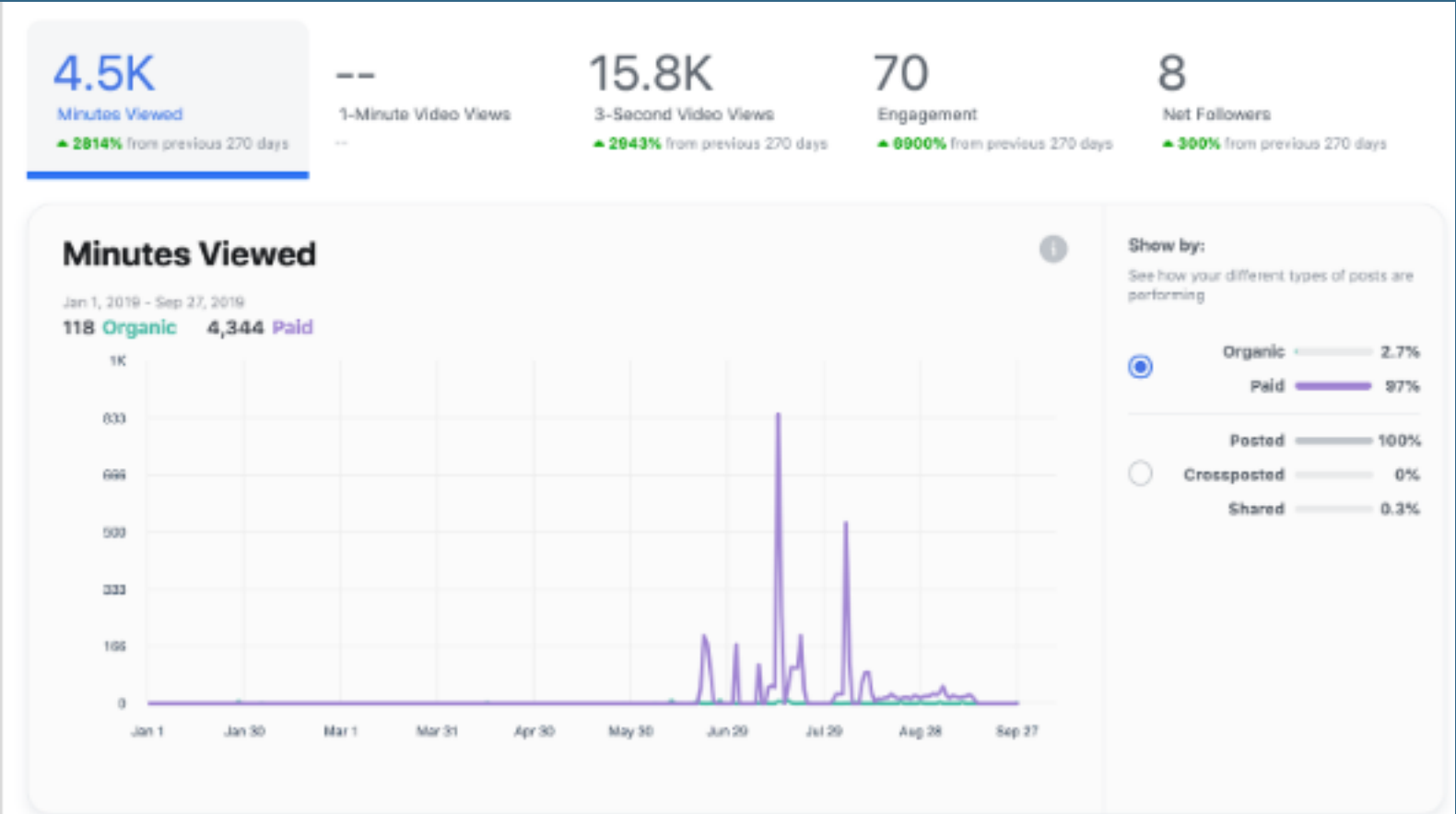
INNOVATION SERIES







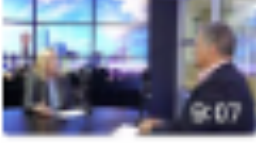
This video explains our goals and tells some of the stories behind innovative Texas injury benefit programs:



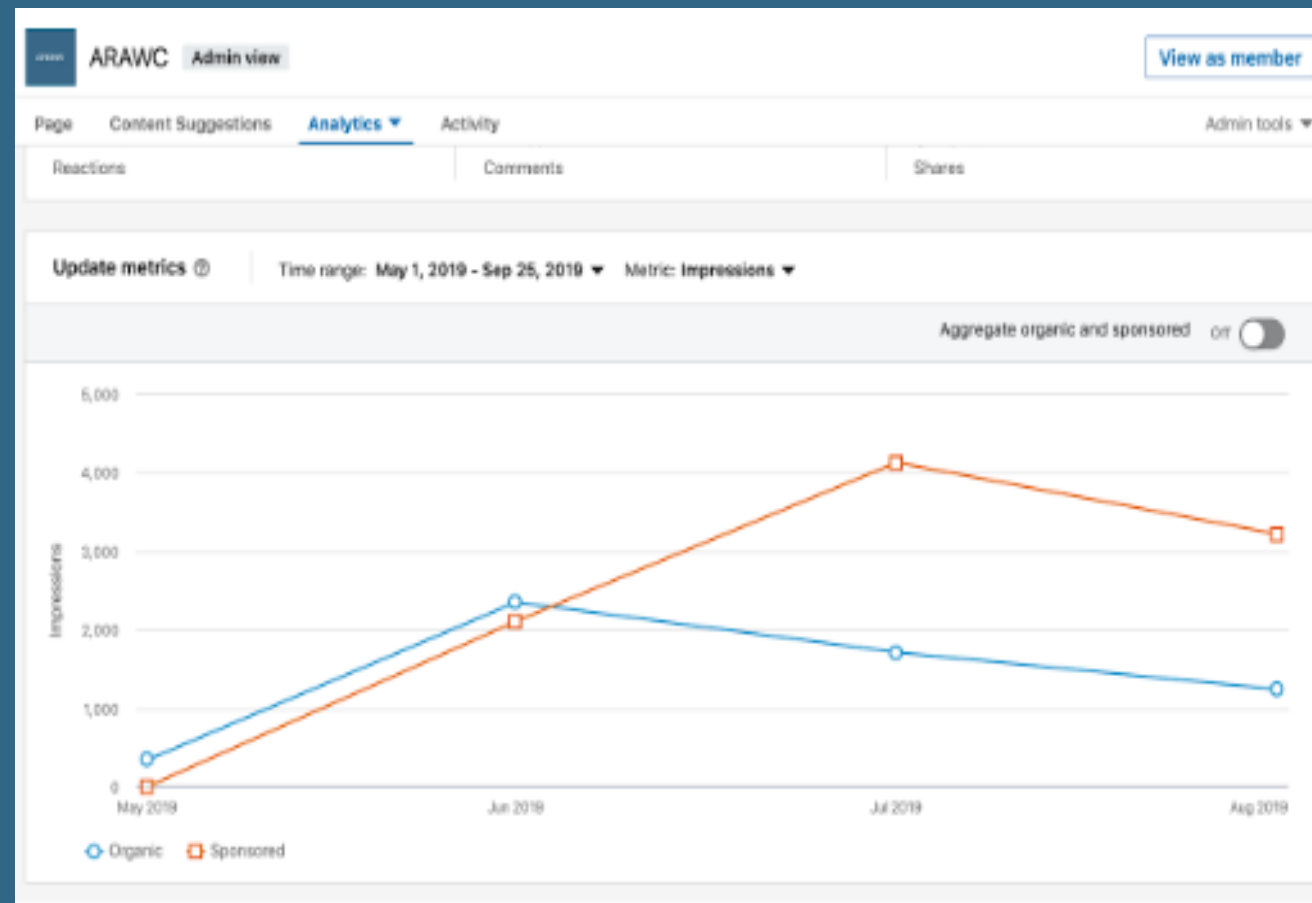
Social Media & Digital Marketing

Total Views:
15,000+
Total Reach: 35,000+



Video	Date Added	Minutes Viewed	1-Minute Video Views	3-Second Video Views	Engagement
 <p>*Innovation Series Part... Association for...</p>	07/11/2019 7:57 AM Association for...	1.2K	0	4.5K	27
 <p>Innovation Series Part ... Association for...</p>	08/08/2019 10:54 AM Association for...	932	87	2.9K	6
 <p>Innovation Series Part ... Association for...</p>	08/01/2019 9:24 AM Association for...	748	68	2.1K	9
 <p>Innovation Series Part 1... Association for...</p>	06/20/2019 7:25 AM Association for...	541	55	2.1K	6
 <p>Innovation Series - Part... Association for...</p>	07/15/2019 3:22 PM Association for...	422	0	1.9K	10
 <p>*Innovation Series Part... Association for...</p>	06/27/2019 8:25 AM Association for...	385	39	1.5K	9
 <p>Innovation Series Part ... Association for...</p>	07/18/2019 7:59 AM Association for...	199	13	786	1

Social Media & Digital Marketing



Controlling the Message & Contacting Trusted Outlets

8 Interviews on [Radio & Podcasts](#)

Publications

WorkersCompensation.com[®]

1999 - 2019

20 Years of Service

DRUG TRENDS

PART 3:
EVALUATING OPIOID TRENDS



coventry

VIEW THE
BLOGGABLE

Workers Comp Blogging

Home - News, Tips & Events - Workers Comp Blogging

YOU SPEAK.

WE LISTEN.

LEARN MORE



Opt-In or Opt-Out of Texas Workers' Compensation: 19 Points of Agreement that May Surprise You

March 1, 2019 Postings



The 1073 Chapter of the Revised Code of Texas Workers' Compensation Law provided "19 essential recommendations" for the protection of American workers. Over the past year as the Chief Policy Officer for ARAAC, I have cooperated in part into an examination of how our other public policy and practical implementation of Texas injury benefit programs. While great work has been toward in this discussion for years, I realized to share some of the conclusions drawn from my 18 years of experience as workers' compensation and insights of other professionals I've had the pleasure of working with through the years. We know that in any discussion of social programs, the parties rarely find absolute agreement. But for feeling our programs of workers' compensation and programs of Texas injury benefit programs both share many similar beliefs, goals and the desire to improve and advance the well-being of the 1073 landmark report, here is a recap of the "19 points of agreement" among proponents of workers' compensation and Texas injury benefit programs:

Search

Enter Search Query

View By Section

Select Section

View By Author

Select Author

WorkersCompensation.com
18 Months,
16.2% Jurisdictional
Changes.
All Applications.
One Standard Rate.
From May 1st to May 31st.

Professional & Self-Administration
Tools
AVETRAE



September 18, 2019

Autonomous Trucks, Arriving in Texas

by Jeff Pettegrew

Summary:

80,000-pound tractor trailer rigs, which number over 2 million in the U.S., will disrupt the trucking industry as fleets convert to autonomous units.



Most Popular Articles

The Opportunities in Blockchain

Why 5G Will Rock the Insurance World

How Robotics Will Transform Claims

Carrier's Perspective on Large WC Claims

Connected Car Data: Moving Past the Hype

Top 10 Claims Trends That Will Affect 2018

2018 Workers' Comp Issues to Watch

Collaborating for a Better Blockchain

How Will Blockchain Disrupt Insurance?

Distribution: About To Get Personal





Strengthening Texas injury benefit programs

THE NEED TO REBRAND

From 2017 ARAWC Annual Meeting

What's in a name?



Nonsubscriber

- Not doing something
- Not taking action
- No engagement with employees
- Not learning or maturing
- Cheap!

THE NEED TO REBRAND

From 2017 ARAWC Annual Meeting

Opt Out – “The race to the bottom”



Inside Corporate America's Campaign to Ditch Workers' Comp

Opt Out

- Trial lawyer and WC carrier Field Day!
- No benefits
- No accountability
- No insurance
- No safety
- No financial security for injured workers
- Unconstitutional

THE NEED TO REBRAND

- **Biennial Legislative Rumbblings**
- **Regulatory Adventurism**
- **Continued Noise from Opposition**
- **One Bad Accident Away**

All “opt outs” are now lumped together

Rebranding process

From 2017 ARAWC Annual Meeting

Is rebranding “nonsubscription”
and “opt out” a good idea?

A. Yes

B. No

Do you agree “responsible
employers” provide notice to
employees, including:
- workplace posters and
- filing the DWC-5?

Rebranding process

From 2017 ARAWC Annual Meeting

The Plan should include a specified timeframe for injury reporting?

A. Yes

B. No

Any specified timeframe for injury reporting should provide a “good cause” exception?

A. Yes

B. No

Rebranding process

From 2017 ARAWC Annual Meeting

What other criteria should be required to be recognized as a “responsible employer”?

- A. Yes – I have a suggestion
- B. No – I have no suggestions at this time

Enter comments/ideas under the “Ask the presenter”

What should a new name convey?

*Rate the importance with this as the **most** important*

- A. Responsible employer
- B. Employer Option
- C. Tort exposed
- D. Accountability (by the employer and employee)



Meeting Purpose:

Pursue a positive path forward for Texas nonsubscription

ARAWC LAYING THE FOUNDATION

- ✓ **Local and National Dialogue**
 - [Public Policy Engagement](#)
- ✓ **Basics**
- ✓ [Injury Benefit Plan Improvements](#)
- ✓ **Thought Leadership**
 - [Confirming Three Choices](#)
 - [Articulating Shared Goals](#)
 - [Innovation Series](#)
- ✓ **Your continued development of ARAWC.org**

**Introducing the
next innovation
in injured Texas
worker care:**



**Qualified Compensation Alternative
for Recovering Employees**

QCARE: What is it?

- A **voluntary, no-cost designation** for Texas injury benefit programs that
- **Satisfy 10 basic standards** for legal compliance, fairness, insurance protections, and claims administration.



[Home](#)

[What is QCARE?](#) ▾

[Why QCARE?](#) ▾

[Resources](#) ▾

[Registry](#)

[Contact](#)


[Apply Now](#)


Get the QCARE Designation for Your Texas Injury Benefit Program.

Are you one of the thousands of Texas employers who have an injury benefit program for your employees?

[Apply Now](#)

Learn more:

 [For Employees](#)

 [For Insurance Agents](#)

 [For Employers](#)

QCARE: What is it?

- **10 QCARE Standards**
- ***QCARE Designation is Now Available!***

www.live.qcare.org

Login: confidential

Password: Protect-Promote

DISTINCT ADVANTAGES FOR

- **Employees**
- **Insurance Agents**
- **Employers**

Strengthening Confidence in our Solid Results

Break





HOW WILL QCARE WORK?

QCARE Designation Now Available

- www.live.qcare.org
- **Login:** confidential
- **Password:** Protect-Promote

QCARE Administrator: Virtual, Inc.

The image is a screenshot of the Virtual, Inc. website. At the top left is the Virtual logo, a red circle with a white 'V' and the word 'Virtual' in black. To the right of the logo is a navigation menu with the following items: 'WHO WE ARE', 'WHO WE SERVE', 'WHAT WE DO' (highlighted in red), 'RESULTS', 'KNOWLEDGE HUB', and 'CAREERS'. Below the navigation is a large dark blue banner with the text 'What We Do' in white, followed by 'CERTIFICATION' in large, bold, white capital letters. Below the banner is a white section with the text 'DEVELOPING WORLD-CLASS' in large, bold, blue capital letters, and 'Certification Programs' in smaller black text below it. On the right side of the white section is a photograph of a blonde woman with a white headset, looking towards the camera.

Application Process

Program Administrator:

- **Acknowledges receipt within 24 hours**
- **Reviews information submitted**
- **Communicates decision to applicant**
- **Sampling applications for review**

QCARE Committee Verification

- **Discretionary authority** to grant, deny, or withdraw designation.
- **Three ARAWC members in good standing.**
- **Appointment for one year** by Executive Committee (up to 3 successive terms).
- **Will not provide compliance consulting or advice.**

Verification Procedures

- **Level 1- At Application:** confirm DWC-5 filing by each employer.
- **Level 2- After Designation:** small percentage will receive request to verify claims administrator and insurance coverage (e.g., COI or call to insurance agent).
- **Level 3- Full Verification:** an even smaller percentage will be asked to verify other QCARE standards (e.g., copy of injury benefit plan document or excerpts).

Brand Guidelines:



CLASSIC



MONOCHROME (BLACK)



MONOCHROME (WHITE)



QCARE ROLLOUT

QCARE Rollout

Phases:

1. ARAWC Member & Prospect Designations

Available Now, then

2. Paid Media, then

3. Earned Media

Paid Media

1. Finalize message development.
2. Press release and www.QCARE.org goes public.
3. Texas-focused publications
4. Support from ARAWC insurance carriers and service providers
5. Support from friendly trade associations
6. Blogs and op-eds
7. Promoted social media and digital marketing

Earned Media

1. Jeff Crilley's "Rundown"

2. Pitched to Texas radio, TV, print, & publications



Social Media





**Association for Responsible Alternatives to Workers'
Compensation**

Sponsored · 

"Competitive choice is good and QCARE makes it easy for me and my customers." Check out QCARE, and why it's the best choice for your insureds.



QCARE.ORG

QCARE for Insurance Agents

[Learn More](#)

 Like

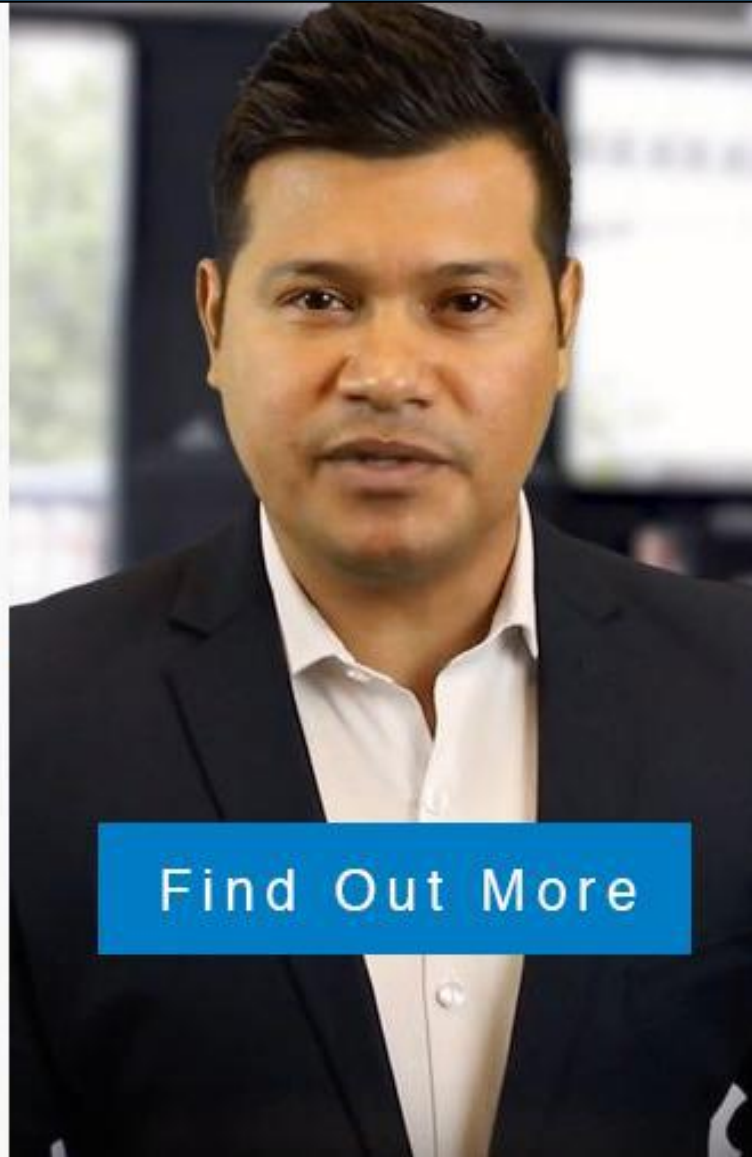
 Comment

 Share

The better
choice for
your insureds.



Find Out More





**Association for Responsible Alternatives to Workers'
Compensation**

Sponsored · 

"I'm glad QCARE provides medical and wage protection if I get hurt at work." Check out QCARE, and how it gives you quality injury benefits from your employer.



QCARE.ORG

QCARE for Employees

[Learn More](#)

 Like

 Comment

 Share



Association for Responsible Alternatives to Workers' Compensation

Sponsored · 

"QCARE helps me stay involved and do the right thing by my workers, without all the red tape." Find out how QCARE gives you choice in quality injury benefit programs for your company.



QCARE.ORG

QCARE for Employers

[Learn More](#)

 Like

 Comment

 Share



Defining responsible
injury benefit programs in
Texas.



Defining responsible
injury benefit programs in
Texas.



Digital Marketing

- **Facebook:** 50/50 Employers & Employees
- **LinkedIn:** 50/50 Insurance Agents & Employers
- **Google Display Network:** 50/50 Agents & Employers
- **Insurance Agent Ads**
- **Workers' Compensation Publications**

**Goal of hundreds of thousands of impressions
per month, plus click throughs**

Then What?

- 1. Build and protect the brand**
- 2. Texas certificates of insurance**
- 3. Compete head-to-head with Texas WC**
- 4. Consider interest in other states**

QCARE Summary

- 1. Agreed on the Need**
- 2. Built a Great Team**
- 3. Collaboratively Laid the Foundation**
- 4. A Voluntary, No-Cost Designation**
- 5. With Distinct Advantages**
- 6. Simple, Non-Intrusive & Professional Administration**
- 7. Brand Protection**
- 8. Strategic Rollout**



KEYNOTE: Guy Fraker