

SEPTEMBER 30, 2020

# 2020 ARAWC Annual Meeting

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# Agenda

- 1 Welcome
- 2 Who Is ARAWC?
- 3 QCARE Update
- 4 Communications Update
- 5 Financial and Research Update
- 6 Government Relations
- 7 Governance & Membership
- 8 Excellence in Advocacy Awards
- 9 Keynote - Paul Carroll
- 10 Q&A and Closing

# Welcome from ARAWC

- **Jeff Strege, Sysco**



**Who is  
ARAWC?**

**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, TX and  
Washington, DC

# Who Is ARAWC?



- **Nine Fortune 500 Companies**
- **Many more small and mid-size employers**
- **The strongest names in TX NS service**



**AHB** Adkerson,  
Hauder & Bezney  
ARLAW.NET

**AmWINS**  
Group, Inc.

**ASHCRAFT LAW FIRM**

**a** **ATHENS**  
People, Powered.

**BLANCO  
ORDONEZ  
MATA &  
WECHSLER, P.C.**

care bridge  
international

  
**CHAMP**CONNECT

**CG**  
COMBINED GROUP

 **CORPORATE REMEDIES**  
— ASSURED ACCOUNTABILITY | BETTER OUTCOMES —

 **CORVEL**

**CPRO**   
CPRO ASSOCIATES

Doyle & Seelbach

**ECBM**

**G** | **THE GIBSON LAW FIRM**

**LUCERO | WOLLAM** PLLC  
LAW FIRM

**A30**  
MIDLANDS  
Celebrating 30 Years

**myMatrixx**  
An Express Scripts Company

**OccMD Group, PA**

**Occupational  
Accident Risk, Inc.**

  
**Owen & Fazio** P.C.  
Attorneys & Counselors at Law

 **PARTNERSOURCE**  
Innovation and Savings

 **PEAVLERBRISCOE**  
TRIAL ATTORNEYS AND COUNSELORS

**PROVIDENCE**  
Insurance & Administrative Services

 **salus**

  
**sedgwick**

 **SettlePou**  
Values in Practice

**SFUR**  
LEVERAGING MEDICAL KNOWLEDGE

**SIS** SPECIAL  
INSURANCE  
SERVICES

# Who Is ARAWC?

- **Membership Credibility**

- Many of the largest retail, food service, healthcare, transportation and insurance service companies in the U.S.

- **Financial Strength**

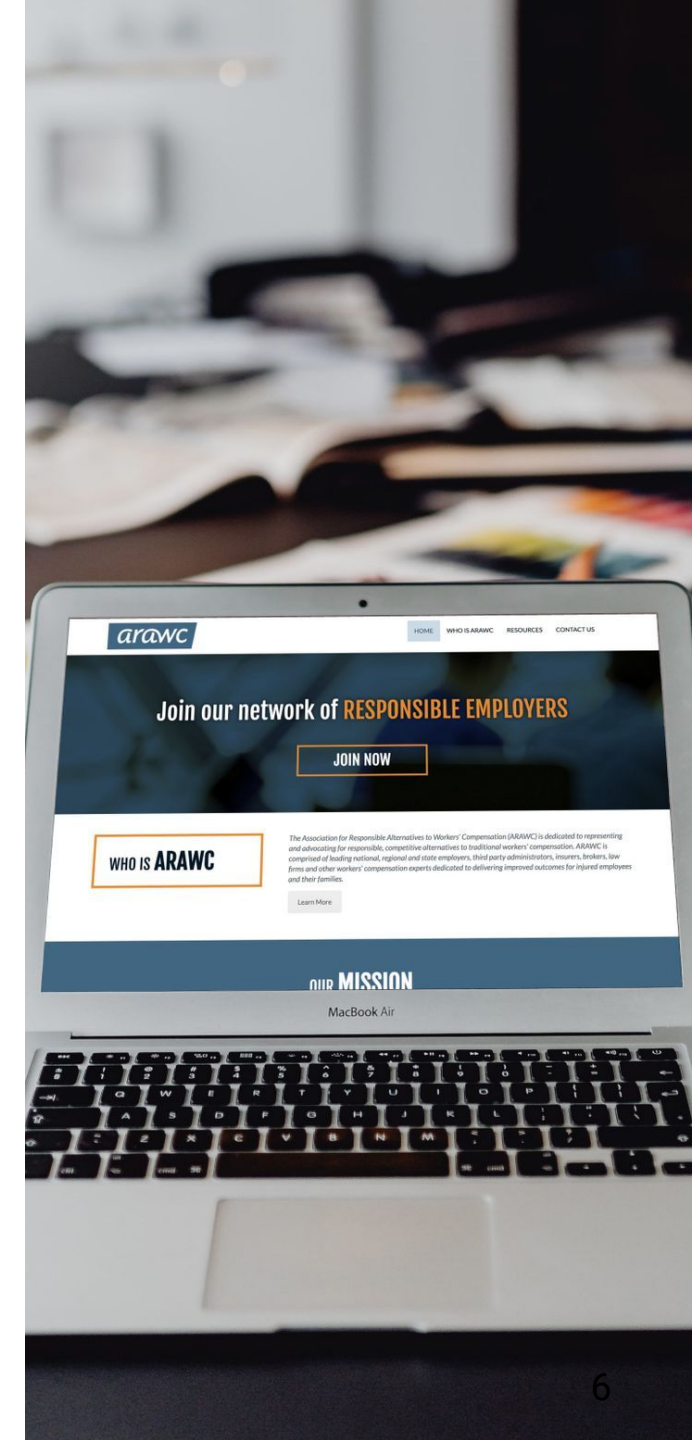
- Dedicated to protecting and promoting Texas nonsubscription

- **Jobs Matter**

- ARAWC members employ several hundred thousand Texas workers

- **Focused Team of Professionals and Volunteers**

- Hear from several team members today





# ARAWC's Key Strategic Objectives

## #1 Protect & Promote TX



## #2 Support Other States



# QCARE Update

*ar@WC*

# What is QCARE?

- **Product of a three-year plan to raise credibility and market sustainability** by defining “responsible nonsubscription”
- **A voluntary, no-cost designation** for Texas injury benefit programs that...
- **Satisfy 10 basic standards** for legal compliance, fairness, insurance protections, and claims administration.





# QCARE Program Timeline

DESIGNATION OF  
QUALIFIED COMPENSATION ALTERNATIVE  
FOR RECOVERING EMPLOYEES

**Launched to  
Members & Prospects**

October 2, 2019

**Launched to Public**

January 21, 2020

**47 Employers Designated with  
over 400,000 TX employees**

August 11, 2020

**12 Employers Designated**

October 2019

**25 Employers Designated**

January 31, 2020

# QCARE Employer Registry

**What is the Employer Registry?** A list of all Texas employers that do not provide workers' compensation coverage can already be [found online](#). The QCARE Employer Registry is a list of only those employers with the QCARE program designation. This will highlight employers with quality work-related injury benefit programs. However, a QCARE applicant may elect to not have its program included on the following QCARE Employer Registry:

Employer Name	Address	City
ABC COMPANY	12345 Main St	Houston, TX
DEF COMPANY	67890 Elm St	Dallas, TX
GHI COMPANY	10110 Oak St	Austin, TX

Visit [qcare.org/employer-registry](http://qcare.org/employer-registry) to view the list of employers who have elected to have their QCARE-designated programs included on the Employer Registry.



[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](#)



# The QCARE designation offers to employers:

- 🛡️ Reputation Management
- 👤 Enhanced Defense of Negligence Liability Claims



# QCARE Committee Update

- **Trained and Operationalized**
- **Verification Procedures Established and Training Completed**

# QCARE 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).



# QCARE Designation & ARAWC Membership



*We hope every employer that has received the QCARE designation will see the value in the work ARAWC does to protect and promote the Texas option and consider becoming an ARAWC member.*

# Communications Update

The logo for ARAWC, featuring the lowercase letters 'arawc' in a white, stylized, rounded font. The letters are set against a dark blue, rectangular background that is slightly tilted to the right.

# Communications Timeline

## January 2020

QCARE Media Campaign begins on four fronts:

- Paid Media
- Earned Media
- Social Media
- Member Outreach

## May 2020

- QCARE "Quick Hits" Video
- COVID-19 Webinar
- Jeff Pettegrew blog published

## July 2020

- Ryan Brannan's Insurance Agent Video published
- QCARE Insurance Agent page updated with Q&A
- Statewide email to nonsubscribers
- Govt Relations initiative on injury reporting

## April 2020

- QCARE Paid Media Campaign concludes
- COVID-19 Series Begins
- Strike Team Press Release

## June 2020

- QCARE's 400,000 worker goal reached
- Members Only Section Launched
- CLM Presentation
- "What people are saying about QCARE video" published

## August 2020

- 47 QCARE Designated Employers Reached
- QCARE Insurance Marketing focus beginning
- Annual Conference production begins

# QCARE Rollout

## Overview

- **Launch Date:**  
January 21
- **Four components:**
  - Paid Media
  - Social Media
  - Earned Media
  - Member Outreach to clients, agents, insureds





# QCARE Rollout

## Paid Media

- **Texas Tribune**

- Rotating banner ads on website & story content
- Op-ed commentary
- Email distribution - The Brief & Weekly News
- Audio messaging - TribTalk

- **Google Display Network**

- Rotating banner ads on hundreds of Texas business & news websites



Celebrating 10 years of public service journalism in Texas. [Join Us.](#)

[IN THE NEWS](#) [Captured by Coal](#) [How Do I Texas?](#) [10th Anniversary](#) [Your 2020 Ballot](#) [Mass Shooting Timeline](#)



© Austin Price for The Texas Tribune

## With its 228 delegates and Super Tuesday slot, Texas looms in the presidential primary

BY [ABBY LIVINGSTON](#)

The focus is on the early states, but candidates are also paying attention to Texas. Early voting starts here before the Nevada and South Carolina primaries wrap up. [FULL STORY →](#)

### RELATED

- ▶ [Former Castro supporters in Texas switch to Biden after Castro drops out](#)

Recognizing responsible employers. [APPLY NOW](#)




### Want To Protect TX Workers?

 5% of TX workers have no on-the-job injury protection. QCARE is the answer. [→](#)




### QCARE: Injury Benefit Program

 What happens if you get injured at work? [→](#)



### QCARE: Simple Injury Outcomes

 Make Sure Your TX Injury Benefit Program is QCARE Designated Now. [→](#)

# QCARE Rollout

## Earned Media

- Op-eds featured in Texas news and industry outlets announcing QCARE

Placements in Texas Tribune, Houston Chronicle, WorkCompCentral, Risk & Insurance, WorkersCompensation.com

- Current QCARE-related earned media outreach paused due to COVID-19

All media attention is focused on COVID-19, and we are currently not choosing to tie QCARE into COVID-19 stories

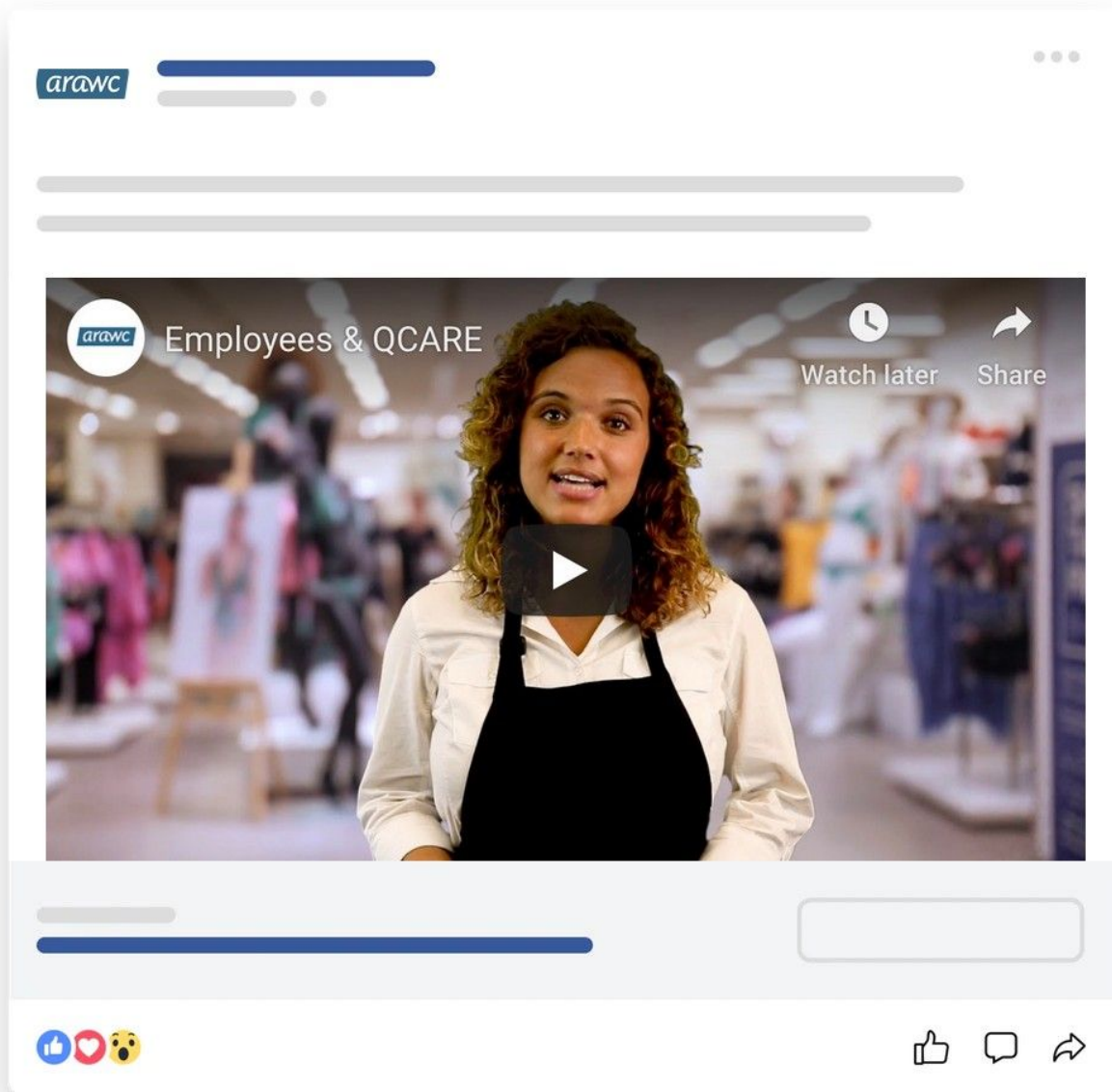
- See the placements at [media.arawc.org](http://media.arawc.org)

The screenshot displays the ARAWC Newsroom website with a grid of eight earned media placements. Each placement includes a media outlet logo, a title, a 'READ MORE' link, and a date. The placements are as follows:

Media Outlet	Article Title	Date
ARAWC	ARAWC Applauds Gov. Abbott and Leaders' Effort to Get Texas Back in Business	April 22, 2020
WorkersCompensation.com	COVID-19 and Opportunity: Where Employers Should Focus	April 13, 2020
RISK & INSURANCE	How the Remote and Gig Employment Landscape Is Changing the Future of Workers' Comp	April 9, 2020
QCARE by ARAWC	QCARE Delivers Simple Injury Outcomes as a Responsible Alternative to Texas Workers' Compensation	February 27, 2020
HOUSTON CHRONICLE	"Yee-ouch, that hurt!" – Simple Injury Outcomes with QCARE	February 26, 2020
TRIBICAST	QCARE mention on the TribCast podcast    1/23/20	January 27, 2020
THE TEXAS TRIBUNE	QCARE Op-Ed: In 2020 and Beyond, Here's How to Protect More Injured Texas Workers	January 24, 2020
WorkCompCentral	WorkCompCentral: Alternative Benefits Group Lists Standards for Quality Plan	January 12, 2020

# QCARE Rollout

## Social Media



- **Components:**

- In-house video content
- Boosted to reach TX employers & workers
- Frequent posting

- **Platforms:**

- Facebook
- LinkedIn
- Youtube

# QCARE Campaign Results - Overall

Facebook + Google + Texas Tribune + Houston Chronicle

January 17 - April 1

- **Ads Reached:**

*How many Texans were ads served to at least once?*

**2,677,496 Texans were presented with an ad, video, or article**

- **Engagement:**

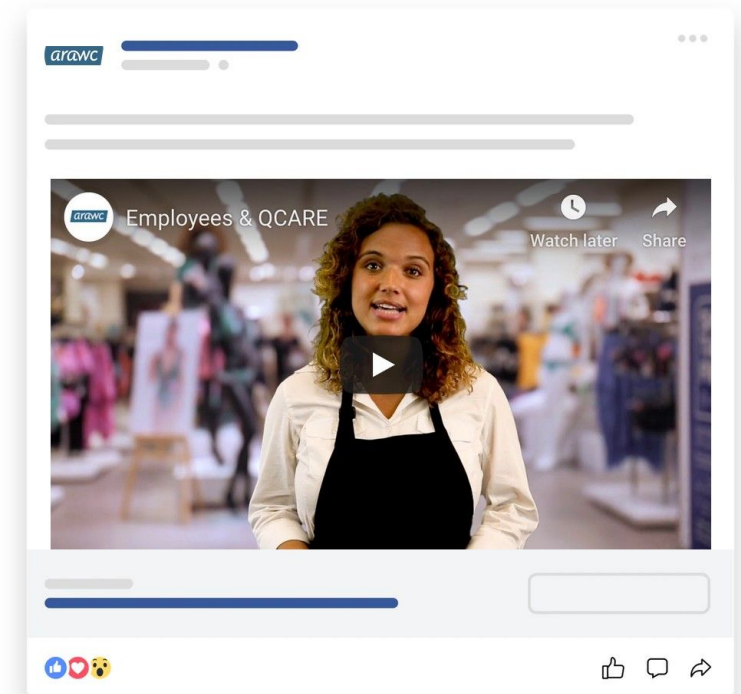
*How many Texans visited the QCARE website, watched a video or read an article from the ads?*

**211,344 Texans engaged with QCARE material**

- **Attention:**

*How many hours were spent by Texans watching a video, browsing the QCARE website, or reading an op-ed?*

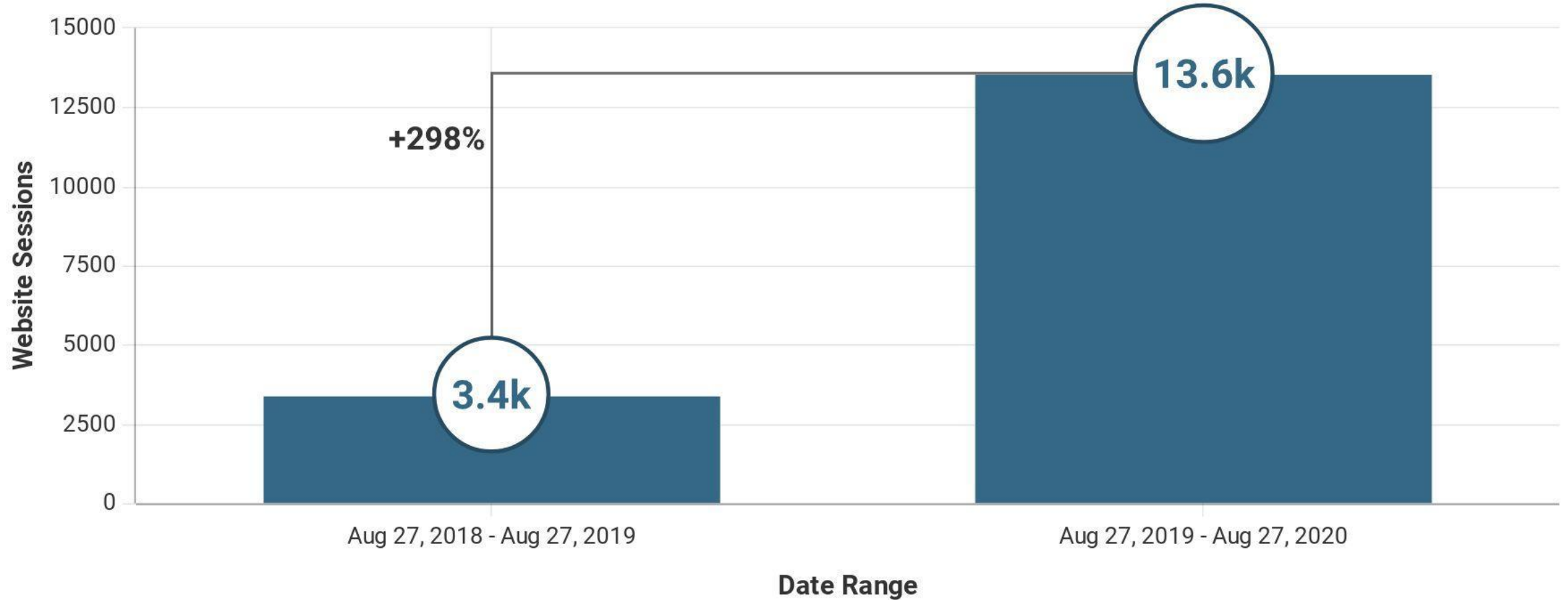
**2,505 hours and 45 minutes (around 104 days) - total time Texans spent engaging with QCARE material**





# ARAWC Website Visits

Year-Over-Year Growth



# COVID-19 and Texas Work Injury Claims Series

- 6 member-driven materials on COVID-19 and other topics specifically relevant to Texas injury benefit programs
- Includes a webinar and other materials still viewable in the members' only section



# Direct Email Outreach

- Reached over 3,000 previously unreached TX nonsubscribers
- Raised awareness and opened the door to further conversations about ARAWC and QCARE

Real News PR,

Your company does not have Texas workers' compensation insurance. But hopefully, you do have your own quality, injury benefit plan for injured employees. If so, you want to maintain that competitive option to workers' comp, and be known as a "responsible" employer.

How? Get the QCARE designation!

QCARE (Qualified Compensation Alternative for Recovering Employees) is a **simple, no-cost, online designation** to recognize employers with a responsible Texas injury benefit program that satisfies high industry standards.

[Click Here to Get Your QCARE Designation](#)

The QCARE designation will help you with:



- **Reputation Management** by bringing clarity and credibility to your Texas injury benefit program. You are not simply "going bare" or "opting out" of Texas workers' compensation.
- **Enhanced Defense of Negligence Liability Claims and Regulatory Investigations** through compliance with industry-set standards.

The Association for Responsible Alternatives to Workers' Compensation (ARAWC - "A-Rock") developed QCARE to protect the Texas model of work injury care - and ensure your option to have your own injury benefit program continues.

[Click here](#) to see the other employers who have already received this **no-cost** QCARE designation. They know QCARE is good for Texas employers, as well as their injured employees.

It takes only a few minutes to apply. If desired, your insurance agent or other authorized representative can handle the QCARE application.

If you have any questions, feel free to go to [qcare.org](http://qcare.org) or contact me at [alicia@qcare.org](mailto:alicia@qcare.org).

# Engage with Communications Committee

- Karl Seelbach, Doyle & Seelbach (Chair)
- Michael Bradford, BrightSpring Health Services (Vice Chair)
- Jimmy Snyder, Doyle & Seelbach
- Dallas Crilley, Real News PR
- Ashley Goodus, Real News PR
- Sarah Strackhouse, Real News PR
- AJ Donelson
- Bill Minick, PartnerSource
- Kris Hammock, Sedgwick
- Ryan Brannan
- Brooke Weldon, Virtual
- Alicia Pascal, Virtual

We welcome ARAWC members to participate - email [info@arawc.org](mailto:info@arawc.org) for more information



# Financial and Research Update

The logo for ARAWC, featuring the lowercase letters 'arawc' in a white, stylized, sans-serif font. The letters are contained within a dark blue rectangular box that is slightly tilted to the right.



# Financial Report

- Historical Trends
  - 2020 Financial Performance
  - Strategic Investment: QCARE
  - Revenues and Membership
  - Expense Control Emphasis
  - Foundation for the Future
- 
- **Questions?**
    - Call Chris Mandel, Treasurer at 210-845-5804



# Research Update

- **University of Illinois Study**

- Originally completed in 2019
- Formally published and presented in 2020

- **Economic Impact Study**

- Impact of Non-subscription on economy of Texas
- Pending funding

- **TDI - DWC Research Agenda/Survey**

- 4th Quarter publication expected
- Sounding off for change



# Government Relations

The logo for ARAWC, featuring the lowercase letters 'arawc' in a white, rounded, sans-serif font, set against a dark blue rectangular background with a slight perspective effect.





# The trade association Protecting & Promoting Texas injury benefit programs

- **Providing effective representation before:**
  - Texas Legislature
  - Texas Department of Insurance
  - US Congress
  - US Department of Labor
  - Other states



# 2021 Texas Legislative Session

- **November Elections**
- **House Speaker's Race**
- **Big Picture**
- **Workers' Comp and Injury Benefit Plans**
- **ARAWC will provide regular updates**





# Federal Update

- **COVID-19 Liability**
- **Department of Labor**
  - **Immediate injury reporting**
  - **Good cause exception**
- **November elections**
  - **Potential impact on injury benefit plans**

# **ARAWC Government Affairs... We Are There for You!**

- **ARAWC is a member-driven organization**
- **We welcome your input and participation**
- **Please feel free to contact us directly:**
  - **Ryan Brannan... [ryan@brannanllc.com](mailto:ryan@brannanllc.com)**
  - **A.J. Donelson... [ajdonelson@arawc.org](mailto:ajdonelson@arawc.org)**



# Keynote

The ARAWC logo is displayed in white, lowercase letters within a dark blue, slanted rectangular box. The letters are stylized, with the 'a's having a unique shape and the 'w' being composed of two 'v' shapes. The box is positioned on the right side of the slide.



# Gradually, Then Suddenly How an Industry Goes Digital -- and What Will Happen in Workers' Comp When the Switch is Flipped

**Paul Carroll**

*Editor in Chief, Insurance Thought Leadership*

# Governance

*ar@WC*

# ARAWC Governance Update

- **Board structure and status**
- **Executive committee**
- **Standing committees**
- **Growth, Service & Mission**





# 2020 Membership Application

## ARAWC MEMBERSHIP CATEGORIES and ANNUAL DUES

	Full Member	Sponsoring Member	Associate Member	Friend
<b>ANNUAL DUES</b>	<b>\$25,000</b>	<b>\$10,000</b>	<b>Level 1   \$2,500</b> <i>(Less than 1,000 Texas employees)</i>  <b>Level 2   \$5,000</b> <i>(1,000 or more Texas employees)</i>	<b>\$1,000</b> <b>Insurance Agents/Brokers</b> <b>\$200</b> (1–25 employees) <b>\$400</b> (26–50 employees) <b>\$500</b> (51 employees or more)
Board of Directors	●	N/A	N/A	N/A
Officer Eligible	●	●	N/A	N/A
Executive Committee Eligible	●	●	●	N/A
Committee Membership	●	●	●	●
Member Meetings	●	●	●	●
Newsletters, Education & Updates	●	●	●	●
Member Advocacy	●	●	●	●



# Board Member Changes

- **Recent Additions:**

- Sharon Evans, Risk Manager, Big Lots

- **Replacement:**

- Al Wingfield



# Member Engagement Opportunities

- **Chair or become a member of an ARAWC Committee:**
  - **Executive** (President: Jeff Strege, Sysco)
  - **Nominating** (Chair: Chris Mandel, Sedgwick, Inc.)
  - **Communications** (Karl Seelbach, Doyle & Seelbach)
  - **QCARE** (Chair: Tim Osmond, Walmart)
  - **Government Relations** (Chair: AJ Donelson, Advocom Group)
  - **Legal** (Chair, Michael Safara, Sysco – pending approval)
  - **Membership** (Chair: Deborah Watkins, Carebridge)
  - **Claims & Insurance** (Chair: Sharon Evans, Big Lots)
- **Members can sign-up for service aligned with their interests by e-mailing [info@arawc.org](mailto:info@arawc.org)**



# Current Board of Directors

1 **Sharon Evans, Big Lots**

2 **Andy Kush, Healthcare Services Group**

3 **Eric McConnell, J.B. Hunt**

4 **Wade Robinson, Lowe's**

5 **Bill Minick, PartnerSource**

6 **Chris Mandel, Sedgwick**

7 **Jeff Strege, Sysco Foods**

8 **Tim Osmond, Walmart**

By unanimous vote of "Full" members conducted on September 25, 2020.





# Executive Committee

New Slate

- ① **Jeff Strege, Sysco, President (Full)**
- ② **Tim Osmond, Walmart, Vice-President (Full)**
- ③ **Chris Mandel, Sedgwick, Treasurer (Full)**
- ④ **Bill Minick, PartnerSource, Secretary (Full)**
- ⑤ **Matt Barndt, Healthcare Services Group, Inc. At-Large (Sponsor)**
- ⑥ **Karl Seelbach, Doyle & Seelbach, At-Large (Associate)**
- ⑦ **Al Wingfield, Big Lots, Immediate Past President (Full)**

Approved by unanimous vote of "Full" members conducted on September 25, 2020.

# ARAWC Standing Committees



- ① **Executive**
- ② **Communications**
- ③ **Legal**
- ④ **QCARE**

- ⑤ **Government Relations**
- ⑥ **Membership**
- ⑦ **Claims & Insurance**

For details on each committee, please make request to [info@arawc.org](mailto:info@arawc.org).

# Member Growth & Engagement

The ARAWC logo is displayed in white, lowercase letters within a dark blue, slanted rectangular box. The letters are stylized, with the 'a's having a unique shape and the 'w' being composed of two 'v' shapes. The box is positioned on the right side of the slide, overlapping the background's wavy patterns.

# Why invest in ARAWC to protect your Texas injury benefit program?

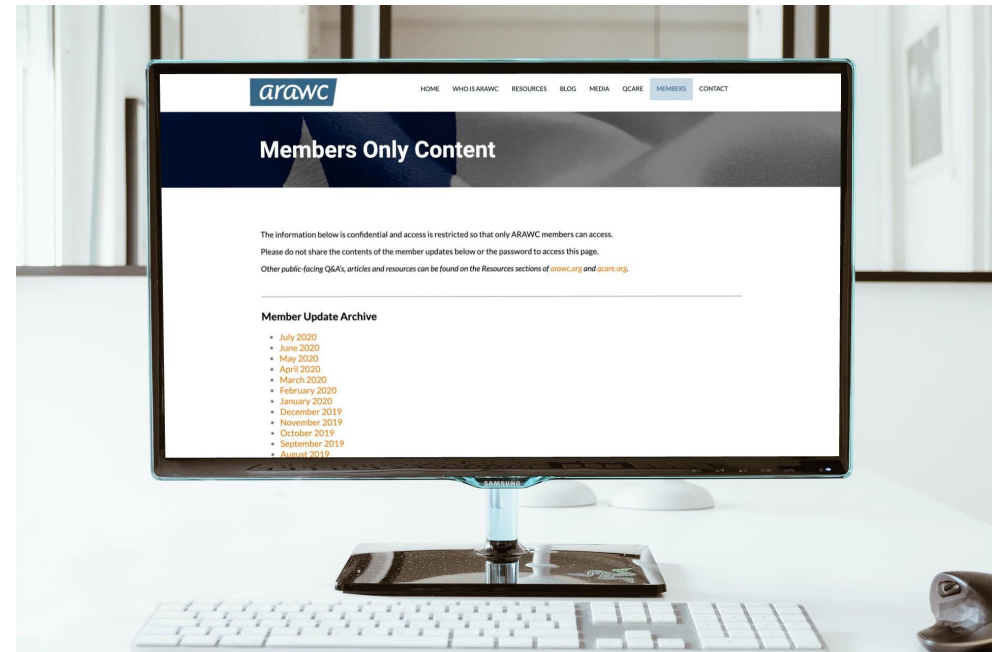
Clear Goals	
A Plan to Accomplish Goals	
Tangible Results	
Lobby Strength in Austin, TX	
Lobby Strength in Washington, DC	
Good Governance	
Transparent Finances	
Financial Strength	
Most TX Employees Covered	
Promoting Market Health	





# New: Members Only Section

- ARAWC has launched a members-only section on the ARAWC website where members can access and download:
  - Latest and past Member Updates
  - Other 2019-Present Government Relations Updates
  - Select Minutes and PowerPoints
  - COVID-19 Series
- Email [info@arawc.org](mailto:info@arawc.org) to request login credentials



# Engage by Spreading the Word!



Home What is QCARE? Why QCARE? Resources ARAWC Registry Contact

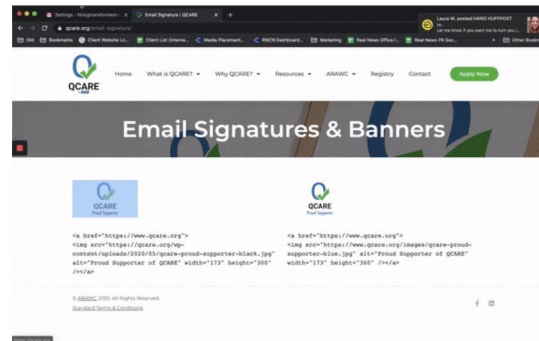
Apply Now

## Email Signatures & Banners

### How to Use:

#### Copy and Paste


1. Simply highlight either of the Proud Supporter badges below with your mouse and select Edit > Copy in your browser window.
2. Go to the Signature settings in your email software and select Edit > Paste.
3. Save your settings and you are done!



### ARAWC Member Recruiting Talking Points

This is not a script. Be your authentic self.

1. **Understand the Importance of ARAWC:** Review the form follow up letter you will send.
2. **Do Just a Little Homework:** See company notes on the Prospect spreadsheet in column D (notes appear by hovering your cursor over column D). Also do a little homework on the company and contact person (linkedin, facebook, other ARAWC members with a relationship, etc.). All of these contacts registered for the 2018 ARAWC Annual Meeting (unless indicated otherwise in the notes).
3. **Be Charming:** Begin the call by talking about the prospect. "You and your company name are very important to ARAWC. We need your experience, voice and wisdom."
4. **Other companies are joining now:** Many other employers, insurers and service providers, like myMatrixx, Adkerson Hauder law firm and others have recently joined.
  - a. **ARAWC carefully protects and does not hand out member lists.**
  - b. **But I can tell you that the new 2019 ARAWC Leadership Team includes great companies like Big Lots, Sysco Foods, Baylor Scott & White, and Albertsons.**
    - i. We are hoping you will also consider a leadership role on one of our Committees because you are so important to this industry.
5. **We need your support now more than ever to ensure the credibility and sustainability of these programs through:**
  - a. **QCARE – the rebranding of "Opt Out"** to distinguish the "good guys" (who care for their injured workers) from the "bad guys" (who dump the cost of worker injuries on taxpayers), and eliminate this daily risk to your reputation and mine.
  - b. **Data research,**
  - c. **U.S. Department of Labor regulatory guidance** (instead of more burdensome investigations that threaten the industry now),
  - d. **Improving nonsubscriber marketplace health for insurance and services,** and
  - e. **Opposing well-funded adversaries** who want to mandate Texas workers' compensation.
6. **What membership level is best for you?**
  - a. **Lowest level is \$1,000.** But:
    - i. Only available to companies with less than 100 TX employees.
  - b. **Most employers have joined at the Full Board member level (\$25,000).**
  - c. **Most service providers have joined at the Associate member level (\$5,000).**
  - d. **How much value do you place upon protecting your program and promoting Texas injury benefit plans?**
  - e. **JOIN NOW AND SAVE! New members joining before year-end and paying dues by January 31, 2019 will receive a 50% discount on 2019 dues!**
7. **"Not in our Budget?"**
  - a. **For Employers:** Consider the difference this program is making for your injured workers, as well as your company savings.
    - i. Most companies charge this membership to their TX nonsubscriber program budget. Not a separate budget.
    - ii. If you can manage just one claim better, avoid one instance of adverse publicity, or gain more credibility for yourself and your program, the financial expense is a no brainer.
  - b. **For Service Providers:** Consider the revenue this industry generates for your company. ARAWC is an active, engaged group.



# Excellence in Advocacy Awards

*For Extraordinary Efforts In Advancing  
Legislative Alternatives to Workers' Comp*

Presented to  
**Tim Osmond**

September 30, 2020



# Q&A and Closing



*The networking session will begin soon.*

Thank you for attending the

# **2020 ARAWC Annual Meeting**

