

# Transfusing a fresh approach into a fragmented insurance program

With nearly 6,500 units of plasma needed each day in the U.S.,<sup>1</sup> one multi-state donation center is working to make things easier and quicker for those wishing to make these life-saving gifts. The company's business model includes a mobile app that allows donors to easily schedule appointments and a way to receive immediate payment. While the company has 30 donation franchises already on the books, they are looking to add at least five more next year, with continued growth in the years ahead.

A few years ago, Chubb's underwriters had secured the plasma company's Excess Liability insurance coverage, then added Professional Liability and General Liability lines at renewal. But, due to the CAT exposure — including windstorm, hail and wildfire — in a number of locations, the Property risk was more complex. In fact, upon review of the company's business plans, Chubb discovered that a handful of locations did not have insurance coverage. Faced with a disjointed insurance program, Chubb's underwriters stepped in to close the gaps and present a fresh, tailored insurance approach.

## Creativity and capacity create a win-win

Chubb's underwriters were already acquainted with the company itself, having provided the Excess and Liability insurance coverages. By working closely with the broker, Chubb's underwriters were able to familiarize themselves with the property risks as well. They understood that the company's risks had increased substantially with additional locations and specific CAT exposures, and that they'd experienced a few losses in the past year. With such a complex and diverse property schedule, the broker found great value in working directly with one of Chubb's experienced property underwriters.

For some carriers, the increase in risk would be an issue — especially as the company looked forward to adding more

locations. However, Chubb's expertise, capacity and creativity in this sector is well known. After reviewing the company's property exposures, including their expansion plans and emergency planning practices for plasma storage, Chubb's underwriters were able to offer a program with broader protection and limits. In addition, Chubb provided broader coverages and competitive pricing. In the end, the company knew that Chubb's tailored insurance solutions could not only protect them now, but also as they continued to grow their organization over the coming years.

That's why, even though the company's premiums would be increasing by nearly 100%, the client wanted to go with Chubb for their coverage. With honest and direct

### Chubb coverage provided:

- Umbrella
- Professional Liability
- General Liability
- Property
- Auto

communication between Chubb and the broker, then the broker and client, the company understood what to expect and the reasons behind the increase in premiums. In fact, they not only added Chubb Property coverage to the mix, but Auto insurance as well. With the majority of their insurance with Chubb, they felt confident in their tailored insurance program — now and in the future.

1. Source: <https://www.redcrossblood.org/donate-blood/how-to-donate/how-blood-donations-help/blood-needs-blood-supply.html>

## Want to see how Chubb can help you solve unique risk challenges?

Contact your broker, agent, or local Chubb underwriter today.