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Business Wire

July 20, 2004 Tuesday

DISTRIBUTION: Health/Medical Writers; Business Editors

LENGTH: 959 words

HEADLINE: Rightfield Solutions, LLC, Joins With Pennsylvania Insurer in Fight Against Rising Malpractice Claims

DATELINE: CHICAGO, July 20, 2004

BODY:

Professional Casualty Association (PCA) to Offer Members the Emmi(TM) Web-Based Patient Education Tool to Help Lower Malpractice Frequency and Severity

A landmark agreement announced today by executives with Professional Casualty Association (PCA), a leading provider of insurance coverage to physicians in Pennsylvania, and Rightfield Solutions, LLC, developers of Emmi(TM), Expectation Management and Medical Information, will help PCA members lower the frequency and severity of medical malpractice claims while reducing premiums. Through the agreement, PCA will pay the full cost of the Emmi program, through discounts or credits to the policy, for members who use Emmi, a Web-based risk management tool designed to educate patients on what to expect before, during and after surgical procedures.

"While everyone else keeps wringing their hands about how to solve the malpractice crisis, PCA is committed to giving their members a real solution for today," said Jordan Dolin, CEO of Rightfield. "PCA believes that even in Pennsylvania, one of the most volatile malpractice markets in the United States, Web-based tools like Emmi can help physicians improve the vital patient education and communication process that can often mean the difference between a satisfied patient and a malpractice suit."

Emmi is a Web-based tool created to improve outcomes and reduce malpractice claims by managing expectations and increasing knowledge for patients about to undergo certain surgical or invasive procedures, including colonoscopies, and obstetric/gynecological, plastic, cardiovascular, orthopedic and **LASIK** surgeries. Emmi is also developing programs for primary care physicians and non-invasive procedures. According to Rightfield Solutions' internal surveys, more than 90 percent of Emmi-educated patients surveyed were more comfortable about their surgery after viewing the interactive program.

Ensuring that patients understand what to expect before, during and after surgeries is crucial to avoiding malpractice suits, according to several national studies. These studies indicate that patients whose expectations are managed experience greater satisfaction with surgical outcomes and are less likely to initiate malpractice lawsuits.

"Emmi is a perfect complement to other aggressive risk management measures such as counter suits, that PCA has established to tackle the medical malpractice crisis," said Tim McGuire, CPCU, PCA's risk management and claims operations manager. "We think fewer lawsuits will be filed against PCA insureds due, in part, to a better understanding by the patient of what to expect and the physician's ability to spend more time building a better relationship with their patient and less time answering basic questions about procedures."

According to Bart Post, Esq., president of PCA, "We have extensive courtroom experience

and recognize the value that Emmi will provide to our members and our company. While our goal is to minimize malpractice risks for our members, if they are sued, Emmi will help prove that the physician took every measure possible to fully educate the patient and to ensure appropriate informed consent."

The medical malpractice crisis currently affects about two-thirds of physicians in the United States, including Pennsylvania, where several of the state's top insurers have left the market and the premiums of remaining insurers have skyrocketed. According to state physician organizations, these rising premiums, combined with static or declining reimbursements, have forced some physicians to retire early or leave the state.

"PCA has taken a bold and visionary step in its efforts to manage malpractice and offer its members affordable insurance premiums," said Dolin. "We are proud to be a part of their efforts and to helping the organization meet and exceed its goals for managing malpractice frequency and severity."

About Emmi

Developed by Chicago-based Rightfield Solutions, LLC, Emmi(TM), Expectation Management and Medical Information, is a risk management tool that provides patients with a series of interactive, Internet-based patient education programs to provide an electronic informed consent tool that not only educates, but documents patient review of important materials. Introduced in 2003, Emmi is already being used by more than 13,000 patients, 400 surgeons and a leading malpractice insurance carrier. Developed by board-certified surgeons in their respective fields, there are currently more than 20 Emmi programs available for a wide range of specialties, including obstetrics/gynecology, plastic surgery, cardiovascular surgery, orthopedics, gastric bypass, oral surgery and **LASIK**. Within the year, Rightfield Solutions plans to have Emmi presentations available for more than 100 procedures. For additional information on Emmi, visit www.rightfield.net or contact Jordan Dolin at 312-236-3650, extension 14. For an Emmi demo, please visit www.emmidemo.com.

About Professional Casualty Association

Professional Casualty Association (PCA) is a Pennsylvania insurance carrier founded to restore financial protection and security to Pennsylvania's practicing physicians and their corporations. The purpose of PCA is to insure its policy holders against risks of loss due to the imposition of legal liability as set forth in the Insurance Company Law of the Commonwealth of Pennsylvania. PCA also has reinsurance for additional financial protection by a highly rated reinsurer. For more information contact Tim McGuire at 610-337-3374 or go to www.professionalca.com

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