

# GRAHAM ADVISOR

## COMMENTS FROM THE CEO

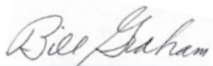
Every year, The Graham Company has its sights set on growth, and 2015 is no different. We continue to be focused on the firm's perpetuation plan that is rooted in the firm remaining independently owned and operated. Ensuring that The Graham Company can perpetuate internally is important because it will allow us to continue to build a business that is committed to our clients' and employees' happiness and well-being.

We're the 35th largest independently owned Property/Casualty Insurance Agency in the country, with 90 percent of our employees devoted to servicing clients while only 10 percent are devoted to new business development. At other firms our size, those ratios are reversed, and the client volume is typically much larger – it's not wrong, we just believe in doing business on a more personal, results-oriented level.

Every business decision we make is made with the firm and our clients' futures in mind. In this newsletter, you'll read we appointed two new board members and hired ten new employees. These actions matter because they support our growth strategy – hire the best talent and train them to provide the highest level of service, while ensuring the next generation of leadership at the firm shares our vision.

I encourage you to contact the authors in this issue if you want to learn more. Or contact me at [feedback@grahamco.com](mailto:feedback@grahamco.com).

Best Regards,



**WILLIAM A. GRAHAM, IV**  
CPCU, CLU, CEO



## Addressing Distractions in the Workplace to Improve Patient Safety Outcomes

In the health and human services industry today, practitioners such as doctors, nurses, psychiatrists and other types of caregivers are required to deliver personalized care in environments that are filled with distractions at every turn. Whether a nurse in a hospital or a psychiatrist in a behavioral health facility, constant concentration is required for practitioners to deliver exceptional care and prevent mistakes that can threaten patients' safety.

The correlation between caregivers' ability to concentrate and their performance on the job is well documented. The American Psychological Association has found that shifting between tasks can cost a person up to 40 percent of their productive time due to lapse in train of thought and the difficulty in picking up a task where left off.

The first step to addressing this issue is identifying employees who are dealing with Attention Deficit Trait – a term coined to describe work-induced Attention Deficit Disorder. Managers should ask employees three questions: 1) Do you demonstrate a calm demeanor, but have an underlying sense of panic?; 2) Do you feel as though you are burning through tasks at hand and you lack a true feeling of accomplishment or success with larger

projects or initiatives?; 3) Do you have difficulty in tackling big tasks or initiatives or have difficulty in finding a creative way to approach a big task or initiative?

Practitioners that answer yes to these questions will benefit from tips for combatting inattention in the workplace. Common tips include: minimizing distractions, working in comfortable surroundings, reducing stress, prioritizing tasks based on attention level and taking frequent breaks. The majority of this advice, while sound, is not always the most realistic, given the working conditions in the health and human services industry.

Distractions are entrenched in environments such as hospitals, long-term care facilities and behavioral health facilities. Listening and responding to patient alarms, call bells, phone calls, emails, overhead pages and family questions – although very important – are not planned activities and therefore are distracting when they occur.

What about the feasibility of the other common tips for fighting inattention? Unfortunately, much of the other advice can be ruled out as well. Working in a comfortable setting may not be feasible, as practitioners providing care for patients typically work in shared areas.

CONTINUED ON INSIDE

# ASK THE EXPERT



**Joe Holden on the importance of Cyber Liability Insurance for the Health and Human Services industry.**

**Q. Do I really need the coverage if I don't transact business on the Internet?**

**A.** Yes. Cyber Liability Insurance is somewhat of a misnomer, because a well-written policy protects not only electronic data, but also paper files containing private, protected information on employees and consumers, patients and/or residents. A better name for it is Security and Privacy Liability Insurance.

**Q. Should my organization add Cyber Liability Insurance, or is the risk sufficiently covered under my General Liability, Property or Crime policies?**

**A.** If you haven't already purchased a stand-alone Cyber Liability policy, you should consider adding it to your insurance program now. If you are relying on your General Liability, Property, Crime or some other commonly held insurance policy to provide this coverage for you, you will likely find yourself on the wrong end of an uninsured claim.

**Q. What exactly does a Cyber Liability policy cover?**

**A.** Cyber Liability policies provide both first-party and third-party coverage. First-party coverage includes network business interruption insurance for loss of income and operating expenses and crisis management expenses to cover the costs associated with a security failure or privacy breach (e.g., notification, forensics, public relations). Third-party coverage includes liability for third-party claims arising from a breach of personally identifiable information/protected health information, as well as regulatory actions (e.g., HIPAA, HITECH) that arise from a breach.

**Q. What risk management steps should I take in addition to purchasing this coverage?**

**A.** Remember, insurance is only one part of an effective risk management program. You also need to have proper policies and procedures in place to safeguard protected information. As federal and state rules and regulations have expanded over the past few years, you need to make sure you have the appropriate agreements with your business partners ensuring proper security standards are in place where applicable. You should also tailor the insurance and indemnity provisions in your contracts to ensure that your vendors have the proper coverage and limits and will indemnify you in the event of a loss and make sure your employees are trained on how to handle and protect sensitive information. In addition, data encryption is generally recommended by security experts.

To learn more about Cyber Liability Insurance, please contact Joe Holden, Esq., Account Manager, Health and Human Services Division, at The Graham Company at [jholden@grahamco.com](mailto:jholden@grahamco.com) or 215.701.5225.

## GRAHAM SIGHTINGS

### Experts in the News



Bette McNee on preventing fatigue in nurses  
*Healthcare Risk Management, March 2015 Issue*



Carl Bloomfield and Jim Marquet on joint venture risks  
*GBCA Construction Today, Winter 2015 Issue*



Steve Phillabaum and Luke Foley on globalization risk  
*Wholesale & Distribution International, April 2015 Issue*

### Awards & Recognitions



**Bill Graham Included in List of 50 Most Admired CEOs**  
The *Philadelphia Business Journal* released its inaugural list of the 50 "Most Admired CEOs" in the region, and The Graham Company's Chairman and CEO Bill Graham was included in the Banking and Finance category.



**Graham Company Recognized as a Best Place to Work**  
The *Central Penn Business Journal* has consistently ranked The Graham Company among the top 10 Best Places to Work in Pennsylvania since 2007 on its annual Best Places to Work list. In 2014, the company ranked number four among small/medium sized companies.

### Join the Conversation



Follow us on Twitter @TheGrahamCo and we'll deliver daily insight to keep your employees safe and your business thriving.



For all the details on the latest insurance trends and how your business can benefit, follow our "Risk Matters Blog" at [grahamco.com/KnowledgeCenter/Blog](http://grahamco.com/KnowledgeCenter/Blog)

## CLAIMS CORNER

### 5 Ways to Prevent Fraudulent Workers Compensation Claims

While there are many benefits associated with workers compensation insurance, there's also the risk of fraud. Here are five ways your company can prevent fraudulent workers compensation claims:

1. Have a clear workers compensation policy. In addition to including language about the employee benefits and obligations of the program, your company's policy should also detail the potential investigative and legal ramifications associated with acts that are suspected to be fraudulent.
2. Emphasize the need to quickly report injuries and accidents. Employees who suffer legitimate injuries shouldn't feel afraid to report them. Let them know their safety is of the utmost importance. Getting these injuries treated quickly will get them back to work more quickly and help reduce expenses.
3. Investigate claims. When an injury occurs, investigate it thoroughly. If there are no witnesses and the injury report is filled with inconsistencies and contradictions, a red flag should go up.
4. Train Human Resources and management/supervisors. Make sure Human Resources and management teams are informed of the proper procedures for keeping employees safe and for preventing re-injuries.
5. Have a designated workers compensation medical provider. Making sure all injured employees use the same medical provider gives you the opportunity to confirm the details of the injury report with the provider to ensure consistency. You can also look to the medical provider as a trusted source when trying to determine when injured employees can return to work.

The Graham Company can help protect your business from losses associated with workers compensation claims; contact Rafael Haciski, Producer, Health and Human Services Division, at The Graham Company at [rhaciski@grahamco.com](mailto:rhaciski@grahamco.com) or 215-567-6300.

Also, practitioners do not always have the ability to prioritize work according to their own level of attention during shifts, as patients' care is often on a set schedule or immediate-need basis.

Despite these challenges, there are steps professionals in caregiving roles can take to increase their ability to concentrate. It's important to discuss with employees in the health and human services industry how interruptions can affect their concentration and impact patient safety and to arm them with actionable advice for addressing inattention in the workplace.

#### Tips for Addressing Inattention:

- **Get adequate sleep.** Lack of sleep negatively impacts all professionals in caregiving roles, but take for example the impact on nurses alone. According to a study entitled *Managing fatigue: it's about sleep* by Dawson and McCulloch, there is a 3.4 percent chance of an error occurring when nurses obtain six hours or less of sleep during a 24-hour period. This may sound insignificant, but consider this: if an average teaching hospital has 1,000 nursing shifts per day, this error percentage equals 34 daily errors. Over a year, that's more than 12,000 patients whose lives are at risk because nurses aren't getting adequate sleep.

There are changes to scheduling and staffing that should be considered, such as: implementing 12-hour shifts during the day and two six-hour shifts through the night; creating staffing thresholds that entail a ban on working more than two consecutive shifts and no more than four or five consecutive days; and forgoing early-morning staff meetings to allow employees coming off the night shift to go home to rest.

- **Communicate.** Before completing a task that requires 100 percent attention, caregivers should communicate to patients what they are about to do and ask if there is anything they can take care of beforehand so they can fully concentrate.

- **Stay hydrated and nourished.** Small amounts of caffeine can improve alertness without disrupting sleep. The recommended standard is to drink eight 8 oz. glasses of water and eat well-balanced, healthy meals.

- **Take "no-concentration" breaks.** When taking a break during the day, it is recommended that caregivers not use mobile devices or complete tasks that require any concentration. These short breaks from concentrating will allow their minds to rest and be restored before having to focus again on their jobs.

- **Prepare for work.** Right before beginning their shift, caregivers should take a few minutes to relax. Time to clear their minds before will help them prepare for long periods of needed concentration.

- **Be active.** Studies indicate aerobic exercise improves mental function, and the practice of yoga and meditation yields positive mental benefits as well. Many companies have found that providing employees with access to an exercise room with stationary bikes or treadmills during the workday is beneficial to employees.

- **Complete brain exercises.** Games such as Sudoku or word searches have been shown to aid in concentration levels.

- **Stop worrying.** Worry, anxiety and other emotions affect one's ability to concentrate. Encourage caregivers to set aside time in their lives to deal with those emotions.

- **Use the "Do Not Disturb" settings on chat and email.** Encouraging employees to use this setting when doing work on the computer can help ensure they can concentrate on the task at hand.

Interruptions and distractions can break concentration and result in inattention to critical tasks. In addition, distractions decrease caregivers' efficiency and create a perceived heavier work load and a need to be hasty in order to complete all assigned tasks. Managing distractions and increasing employees' ability to concentrate will result in improved patient safety outcomes and less adverse events.

**To learn more about addressing inattention in the workplace, please contact Bette McNee, Clinical Risk Management Consultant, Health and Human Services Division, at The Graham Company at [bmcnee@grahamco.com](mailto:bmcnee@grahamco.com) or 215-701-5429.**

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# EXECUTIVE ANNOUNCEMENTS

## The Graham Company Elects New Members to Board of Directors

The Graham Company announced the appointment of two of its Vice Presidents – Dina L. Daniele and Thomas P. Morrin – to its Board of Directors. “We are thrilled to welcome Dina and Tom to our Board of Directors. Each of them has made significant contributions to The Graham Company over the years, and their insight as members of our board will help us to continue to grow a dynamic, profitable privately owned company now and in the future,” said William A. Graham IV, Chairman & Chief Executive Officer.



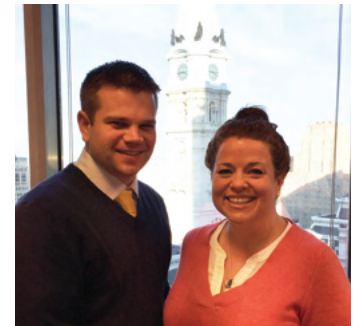
From left: Dina L. Daniele and Thomas P. Morrin

## The Graham Company Announces New Hires in Health & Human Services and Employee Benefits Divisions

To help support the firm’s growing client portfolio, The Graham Company hired ten new employees across the Health and Human Services and Employee Benefits Divisions. The Health and Human Services Division welcomed Matthew Holden as a Producer and Bette McNee, RN, NHA, as a Clinical Risk Management Consultant. The Employee Benefits Division welcomed Maxi Prinsen, Jason F. Edelman, Drew A. Miller, Mitchel S. Heckert and Peter Anderson as Employee Benefits Consultants, Jennifer L. Brady as a Customer Service Representative and Patrick Farrell and Scott Ferguson as Employee Benefits Account Analysts.



From left: Peter Anderson, Drew A. Miller, Patrick Farrell, Jennifer L. Brady, Mitchel S. Heckert and Scott Ferguson.  
Not pictured: Maxi Prinsen and Jason F. Edelman.



From Left: Matthew Holden and Bette McNee

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