



2275 Research Blvd., Suite 250  
Rockville, MD 20850

Phone: 301.947.9000  
Fax: 301.947.9090  
[www.piaa.us](http://www.piaa.us)

## News Release

### FOR IMMEDIATE RELEASE

Contact: Eric Anderson, Vice President of Marketing & Communications, PIAA  
301.947.9000, ext. 1212 or [eanderson@piaa.us](mailto:eanderson@piaa.us)

### **2018 PIAA Medical Liability Conference to Convene in Orlando, May 16-18**

Rockville, MD (February 15, 2018) – PIAA, the leading association representing the medical professional liability (MPL) community, today issued a reminder that its annual Medical Liability Conference will take place in May in Orlando, Florida. The Association also noted that advance registration for the 2018 Medical Liability Conference will expire on April 6. Attendees who submit their registration before April 6 can save \$100.00. The PIAA Medical Liability Conference is the preeminent educational and networking event for all of the stakeholders in the medical professional liability sector.

“This event convenes hundreds of professionals who work in insurance and alternative risk transfer, all looking to gain new insights on the global and day-to-day issues facing medical liability companies, risk retention groups, captives, trusts, and other entities,” said Brian K. Atchinson, president and CEO of PIAA. “We are pleased to invite all MPL professionals—as well as anyone with an interest in MPL—to the 2018 Medical Liability Conference.”

The Conference, which is open to both PIAA members and non-members, will be held May 16-18 at the Waldorf Astoria and Hilton Bonnet Creek.

“We have secured high-profile speakers and panels with decades of experience in medical professional liability. No matter what your role in the industry, we believe that you will learn some surprising perspectives by attending this conference,” stated Atchinson. Atchinson further noted that those who work in MPL confront many challenges in the daily operations of their organization and must plan strategically for the future. “This unique event will help attendees find pragmatic solutions for optimizing performance in these changing and challenging times,” he said.

The keynote speaker for the Conference is Amitabh Chandra, PhD, Professor of Public Policy, Director of Health Policy Research, Harvard Kennedy School of Government. Dr. Chandra will discuss the three major challenges that confront U.S. healthcare: access, quality, and medical innovation. He will consider how these challenges are likely to mutate in the future, and the roles that the principal stakeholders—doctors, insurers, hospitals, innovators, and government—may assume, given their relative capacity to adapt to these challenges. Dr. Chandra will also engage in a discussion of the potential incentives that can help in making physicians the leaders in the transformation of American healthcare.

James D. Hurley, ACAS, MAAA, Consulting Actuary, Willis Towers Watson, will brief attendees on the historical and current financial results and offer insight into the major drivers of those results. In addition, he will provide perspective on the profitability of the business and the financial strength of writers of the coverage. “This session will offer attendees a fuller understanding of the underlying drivers of the industry’s

## News Release

financial condition,” noted Atchinson. “If you are interested in the performance of the MPL industry, these are the particular metrics that are important to watch closely.”

Michael J. Bidart, JD, Managing Partner, Shernoff Bidart Echeverria LLP, will provide practical tips for MPL insurers looking to protect themselves from legal exposure for excess verdicts, via timely action on receipt-of-settlement offers within policy limits. He will offer some real-life examples of the potentially drastic consequences that can ensue if companies fail to do so. Mr. Bidart’s advice, gleaned from his successful work as a trial attorney, will reveal just how plaintiff’s attorneys go about analyzing a case, to determine whether or not it is likely to be profitable for their firm.

A panel of CEOs of PIAA member companies, with a rich wealth of knowledge and experience, will offer attendees a singularly broad perspective on the likely future course of the MPL sector. They’ll provide an insider’s take on what has been impacting MPL in the wake of the ongoing transformation of the healthcare industry, and will also discuss how PIAA companies, through innovation and resource reallocation, have been successfully responding to the challenges in today’s healthcare system.

In addition, there will be a panel discussion on the range of risks that are entailed in using telemedicine widely, including those pertaining to MPL. The panelists will identify which problems, such as incorrect or delayed diagnosis, will involve care provided by telemedicine in some regard. In addition, attendees will get a clear-eyed view of the future with telemedicine, and find out what they can do to manage its risks.

Other topics to be explored during the two-day event include recent battles in the effort to promote MPL reforms, a brief history of the apology/early communication initiative, helping physicians manage the multiple stresses of professional life, and much more.

“PIAA is well known for its uniquely comprehensive collection of MPL insurance, patient safety and risk management, and other healthcare-related information and its ability to provide valuable services to a broad diversity of entities,” stated Atchinson. “This Conference is a prime example of PIAA’s ongoing efforts to meet the needs of the varied professionals it serves.”

“By attending this one Conference, individuals who work in the MPL field gain an unparalleled intelligence on the essential developments for 2018 and a clear vision of the road ahead—and, as at every PIAA Conference, unique opportunities for one-on-one networking with their peers,” said Atchinson.

For more information about the 2018 PIAA Medical Liability Conference, or to register online, visit the PIAA website at [www.piaa.us](http://www.piaa.us).

###

*PIAA is the leading international association representing medical professional liability insurance companies, risk retention groups, captives, trusts, and other entities with a commitment to the quality delivery of healthcare. PIAA members insure more than 2 million healthcare professionals around the world—doctors, dentists, nurses and nurse practitioners, and other healthcare providers—including more than two-thirds of America’s private practicing physicians. PIAA members also insure more than 3,000 hospitals and 5,000 medical facilities.*