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PIAA Unveils Branding Initiatives: New Name, Logo Support Its Evolution in the Medical Professional Liability Field

Name, Logo, and Tagline to Change Following Address at 2013 Medical Liability Conference

Palm Desert, CA (May 16, 2013) – The Physician Insurers Association of America (PIAA) today announced significant developments in its organizational brand. The changes support and build on the Association’s leadership role in the medical professional liability (MPL) community. They also reflect the impact that the changing landscape in the delivery of healthcare has had on MPL. Key initiatives include:

• As of today, the organization will begin doing business as simply “PIAA.” The spelled-out version, “Physician Insurers Association of America,” will be retained in legacy documents only.
• To accompany the new name, PIAA is introducing a new tagline: “Our expertise is medical liability. Our passion is quality healthcare.”
• The organization is unveiling a new logo that reflects its expanding role in the MPL arena.
• A redesigned website, www.piaa.us, is being launched.

“Speaking on behalf of the PIAA Board, I am excited about the new brand, and where it will take the Association in the ensuing months and years,” said Ted J. Clarke, MD, chair of PIAA and chairman and CEO of COPIC Companies. “PIAA is at the leading edge of the shift underway in the medical liability field, ensuring that we continue to provide the best leadership and value to our members. I am confident that these actions will keep us on target for meeting the needs of the MPL community.”

PIAA President and CEO Brian K. Atchinson added, “PIAA was once identified as an association of physicians insuring physicians—a perception that clearly set us apart and an important aspect of our heritage. Today, in addition to insuring more than two-thirds of America’s private practicing physicians, PIAA members insure more than 3,000 hospitals, as well as other healthcare providers. Our new brand reflects who we have become over the years—and it represents our mission to promote, protect, educate, and connect the diverse kinds of MPL entities that all support the quality delivery of healthcare and practice of medicine.”

“We are committed to ensuring that PIAA remains an indispensable resource for every group with a commitment to quality healthcare and a stake in MPL regardless of structure—mutual, reciprocal, RRG, captive, stock, or trust,” Atchinson continued. “And PIAA will continue to offer programs and services tailored to meet the needs of all types of healthcare providers and healthcare systems covered—physicians, hospitals, nurses and nurse practitioners, dentists, or others.”
“Our organization has grown to stay in sync with the changes in the MPL community and now, under the auspices of the new PIAA brand, we will be sending a clear and unmistakable signal that we are inclusive of all of the parties that have the patient’s interests at heart,” he said.

**PIAA’s Name Change**
As of May 16, 2013, the Association will begin doing business as “PIAA.” “We learned through research and feedback that replacing ‘Physician Insurers Association of America’ with ‘PIAA’ allows us to retain our current strong brand equity, while also enabling us to encompass, and more publicly acknowledge, our global reach. Today, we have international members doing business in more than 40 countries around the world,” said Atchinson.

“Using the letters ‘PIAA’ as our brand name enables us to refer to the important physician component—exemplified by the ‘P’ in ‘PIAA’—which will always be a bedrock element of our organizational history, while also letting us take on a broader role in the evolving healthcare industry,” he continued.

**PIAA’s New Tagline: “Our expertise is medical liability. Our passion is quality healthcare.”**
PIAA is also introducing a new tagline as part of the re-branding initiative. “Our new tagline captures the essence of PIAA and our members—we understand MPL like no one else, and we approach our work with an explicit moral commitment to serve both MPL and the patients who trust that care will be safe,” stressed Atchinson. “Patient safety and risk mitigation have always been, and will continue to be, the cornerstones of our philosophy.”

**PIAA’s New Logo**
PIAA’s new logo is the symbol representing the Association’s reinvigorated brand. “Our new logo has a number of notable design features,” Atchinson stated. “The letters are prominent, to reflect the new, shortened name, and the type face is bold and robust, conveying both strength and longevity.”

“The new logo features two symbols representing the full spectrum of healthcare providers: the caduceus and the staff of Asclepius,” he continued. “The iconography is both traditional and contemporary—reaching out to new kinds of entities that share in the mission and values of PIAA. It also symbolizes PIAA’s mission to protect and connect the diverse types of MPL insurers who constitute our membership.”

**Brand Launch**
Atchinson said PIAA will begin its rollout of the new branding materials immediately, with full assimilation of the name change, logo, and tagline, along with accompanying marketing support, anticipated by the end of 2013.

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**PIAA** is the international insurance trade association representing medical professional liability insurance companies, risk retention groups, captives, trusts, and other entities. **PIAA members insure more than two-thirds of America’s private practicing physicians and 3,000 hospitals as well as dentists, nurses and nurse practitioners, and other healthcare providers.**