

Case Study

The Christ Hospital

With more than 120 years of service, The Christ Hospital has grown to become a leader in medical excellence, recognized as the top choice for adult healthcare in Greater Cincinnati and one of the top 50 hospitals in the United States. With more than 1,200 physicians and 550 beds, The Christ Hospital is dedicated to providing compassionate healthcare of superior quality.

In 2007, The Christ Hospital separated from a large parent health system to become an independent medical facility. In the past, its parent company had dealt with all aspects of insurance. With the separation, The Christ Hospital would now need to develop its own insurance portfolio and do it in a short timeframe—just seven months until its next insurance renewal. The Christ Hospital had to find the right healthcare brokerage partner to help in this endeavor. As a result, it turned to Aon's National Healthcare Practice. The team had in-depth expertise in insuring medical providers, a track record of satisfied healthcare clients, and a proven ability to think "outside the box."

To initiate the partnership, The Christ Hospital's executives met with Aon to outline their strategic plan for the future. With this in mind, Aon performed a thorough risk assessment and analyzed the hospital's previous insurance program to identify areas to enhance coverage. Under its former parent company, The Christ Hospital had been covered for professional liability and general liability through an insurance captive. Moving forward, Aon advised that a captive would be the best risk financing solution for several reasons: the hospital had strong experience in retaining risk, a good loss experience, and commercial insurance would not be flexible enough to meet the hospital's strategic plan for growth.

Forming a captive, however, would be complex and require significant work and coordination. The Aon team had the experience to lead the initiative. They outlined the step-by-step process, the documents and data needed, and the professional resources that were required—such as actuaries and legal counsel. "It could have been an overwhelming proposition, but Aon provided excellent guidance and support," said Pamela Popp, the hospital's chief risk officer.

*Ms. Pamela Popp
Chief Risk Officer
The Christ Hospital*



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The Christ Hospital had also acquired several physician practices. The hospital needed to insure these physicians, but did not want to include the new physicians—with no track record—in its captive coverage. Aon’s team had significant expertise in managing physician risk and recommended the new physicians be placed in a separate insurance program. This would allow the hospital to separate out this risk and provide ample opportunity to observe how these physicians practiced before bringing them into the insurance captive.

Recognizing that technology is a critical enabler of risk and insurance success, Aon also advised The Christ Hospital to implement RiskConsole—Aon’s market-leading risk management information system. This system would act as the hospital’s centralized data repository for risk information. Moving forward, it would provide the hospital with a 360-view of risks and exposures, helping to guide future risk and insurance decisions.

In the end, The Christ Hospital and Aon worked together to develop a comprehensive insurance program within the seven-month timeframe. They launched a captive for the hospital’s professional liability and general liability coverage. Aon expertly marketed The Christ Hospital’s excellent track record of success and strong risk management to obtain outstanding commercial coverage for its other lines of insurance and excess coverage for its captive. The overall program was cost-effective; enhanced coverage over the previous program; reduced the hospital’s total cost of risk, and aligned with the hospital’s strategic goals and objectives.