

OVERVIEW The Target Markets Program Administrators Association is dedicated to serving the interests of the Program Specialist. A core element of the Association's mission is to promote excellence for this most elite segment of insurance intermediaries, Managing General Agencies/Program Administrators.

Target Markets has developed a protocol and criteria to evaluate the program business operations of Association members. Participation in a best practice evaluation will encourage applicants to review their current level of functioning, look for greater efficiencies the way they currently do business, and ultimately be recognized by program business professionals as a best in class operation.

The TMPAA Best Practice Designation will benefit members through critical reviews and improvements in agency function, enhanced market image, product promotion, and recognition from their peers. The Program Carrier Advisory Committee of the Association has endorsed this Best Practice Designation.

All program administrator members of the TMPAA are eligible to apply for the Best Practice Designation. The official Association definition of Program Business is as follows:

PROGRAM BUSINESS DEFINITION

Insurance products targeted to a particular niche market or class, generally representing a book of similar risks placed with one carrier. Administration is done through Program Specialists who have developed an expertise in that market or class. Administrative responsibilities are negotiated between the Specialist and Carrier, and would include marketing, underwriting selection, binding, issuing, billing, premium collections, data gathering, claims management/loss control and possibly risk sharing. Program Specialists typically target their niches through differentiation either in product, risk management services, delivery mechanism or price. Specialists can distribute these Programs on a retail, wholesale or direct basis.

BEST PRACTICE EVALUATION PROCESS

- 1 *Application/Survey*
- 2 *Confidentiality/Evaluation Waiver*
- 3 *On Site Evaluation/Consultation*
- 4 *Evaluation/Consultation Recommendation*
- 5 *Best Practice Committee Review*
- 6 *TMPAA Designation*

It is important to recognize that only the Program Business function of agencies applying for this designation will be evaluated for this designation. Members who apply for the Best Practice Designation are expected to review the entire evaluation package, which includes the criteria categories and scoring matrix, prior to application.

The Evaluation Process begins with the completion of the Best Practice Survey. This survey will provide valuable information about an agency's program business operations, and allow for greater efficiency during the On-

Site evaluation process. Members who choose to pursue the Best Practice Designation will need to review and sign the Confidentiality/Evaluation Waiver, which protects the member applicant and the evaluating entity. All evaluations will be conducted in the strictest confidence. No evaluation information or results will be released w/o the consent of the member applicant. Recommendations will not be released to the Best Practice Committee unless the Best Practice Designation is being recommended, and member applicant approves.

The On Site Evaluation/Consultation will be scheduled with the applicant, and is expected to require no more than 7.5 hours. An Evaluation Checklist will be provided to each applicant after submission of the Best Practice Survey detailing the information and documents that will need to be available at the time of the On Site visit.

DESIGNATION DECISION Following the completion of the On Site evaluation, the evaluating entity will complete a report regarding the findings of the review process. If a Best Practice Designation is not being recommended, the evaluation entity will provide specific reasons for the decisions, as well as solutions to remedy the function or process that does not currently meet the standard. These solutions may involve the services provided by the Vendor Partners of the Association who provide products and services to TM members.

If the evaluating entity recommends the TMPAA Designation for the member applicant, the Evaluation Summary will be provided to the Best Practice Committee for approval.

Once approval is granted, member agency will be provided with the TMPAA Best Practice logo seal, for inclusion on their agency website. Plans for press releases, inclusion on the TMPAA Website, and notification in the TMPAA newsletter will be discussed with the agency.

RE-EVALUATION The TMPAA Best Practice Designation will remain in effect for a period of three years, with a re-certification paper review conducted at that time. The certification process will need to be repeated after a period of five years.

GETTING STARTED Association members who are interested in the designation process should review all Best Practice material, then complete and submit the Application Survey to the TMPAA Executive Director. An organizational call will follow to begin the review process.

FEES The TMPAA Best Practice Designation fee will be assessed to cover the costs of the evaluation process and the follow up marketing of the results. Members will be invoiced for \$2500, at the time the application/survey is received.