Course #7

MARKETING WORKERS' COMPENSATION PROGRAMS TO MANAGEMENT

Presented by

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WHAT MARKETING IS. . .

- **"The act or business of promoting sales of a product, as by advertising and package."**

In other words,

- **"Marketing is educating people about the attributes of a program, its products and the services it provides while at the same time attaining maximum efficiency and profitability."**

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Goals of an Effective Workers' Compensation Program

- Immediate response to employee's needs
- Expeditious return to normal duty or Alternative Work Assignment (AWA) {See attachment A}
- Improve communication between all parties {See attachments 1 – 6}
- Identify clearly the responsibilities of employees and supervisors {See trifold brochure}
- Ensure compliance with Agency policy and Department of Labor regulations
- Reduction of costs
- Swift action on fraudulent claims

7 Ways to Control Costs $$$$$

- Treat employees with respect
- Communicate with Claims Examiner at DOL
- Educate employees & supervisors regarding the FECA/workers' compensation benefits.
- Review chargeback reports
- Create and Implement an Alternative Work Assignment (AWA) Program
- Investigate questionable suspicious claims
  {See Hot-Line Flier}

Analyze Your Program

Before you can sell your program (product) to management, you need to know how your program works

- **Make appropriate improvements where needed**
- **Ensure quality case management**
- **Continue to create new strategies**

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Effective Methods to Sell Your Program

- Proficiency in computer technology and wisdom on how and when to use
- Knowledge of other fields like safety, occupational health, benefits, classification, HR, etc.
- Demonstrate ability to be organized and creative in developing new strategies and making program changes
- Maintain open-mindedness and flexibility
- Demonstrate ability to analyze/develop solutions quickly
- Ensure prompt assistance and payment of benefits to employees who incur work-related injuries/illnesses
- Manage the program effectively and efficiently

Attaining Excellence in a Workers' Compensation Program

- Strong commitment from managers
- Collaboration with the Safety Office
- Support your workers' compensation personnel
- Comprehensive tracking system
- Effective methods for detecting fraud
- Continuously monitor your program

Performance Indicators & Review

- Develop and present reports
- Performance Indicators
  - Lost Time Cases
  - Non Lost Time Cases
- COP costs work hours vs lost work hours
- Compensation yearly costs vs last year's costs
- Use your data information to develop trends for evaluation
- Review COP and chargeback costs

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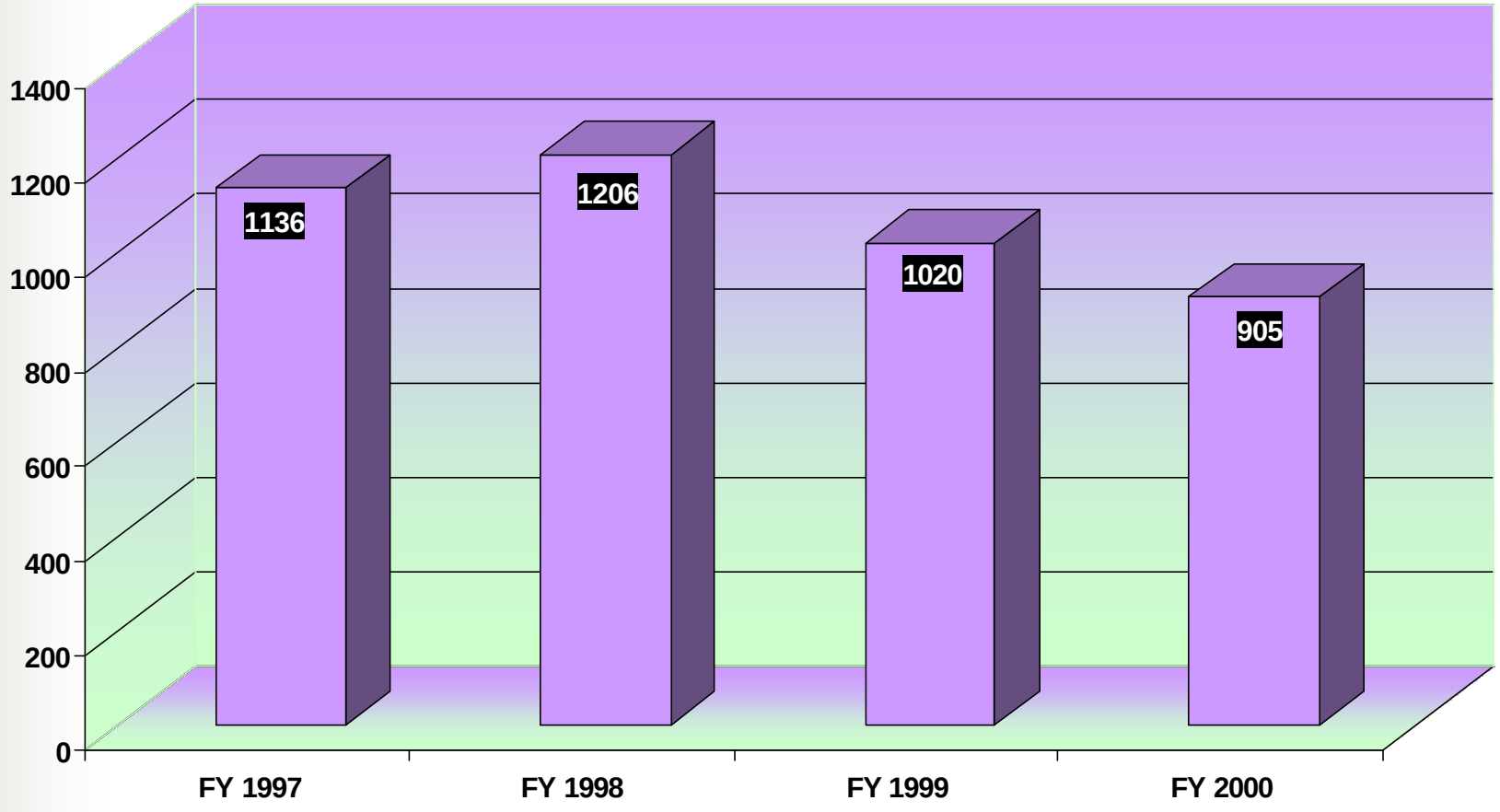
Lost Time Incidents/Accidents Claims



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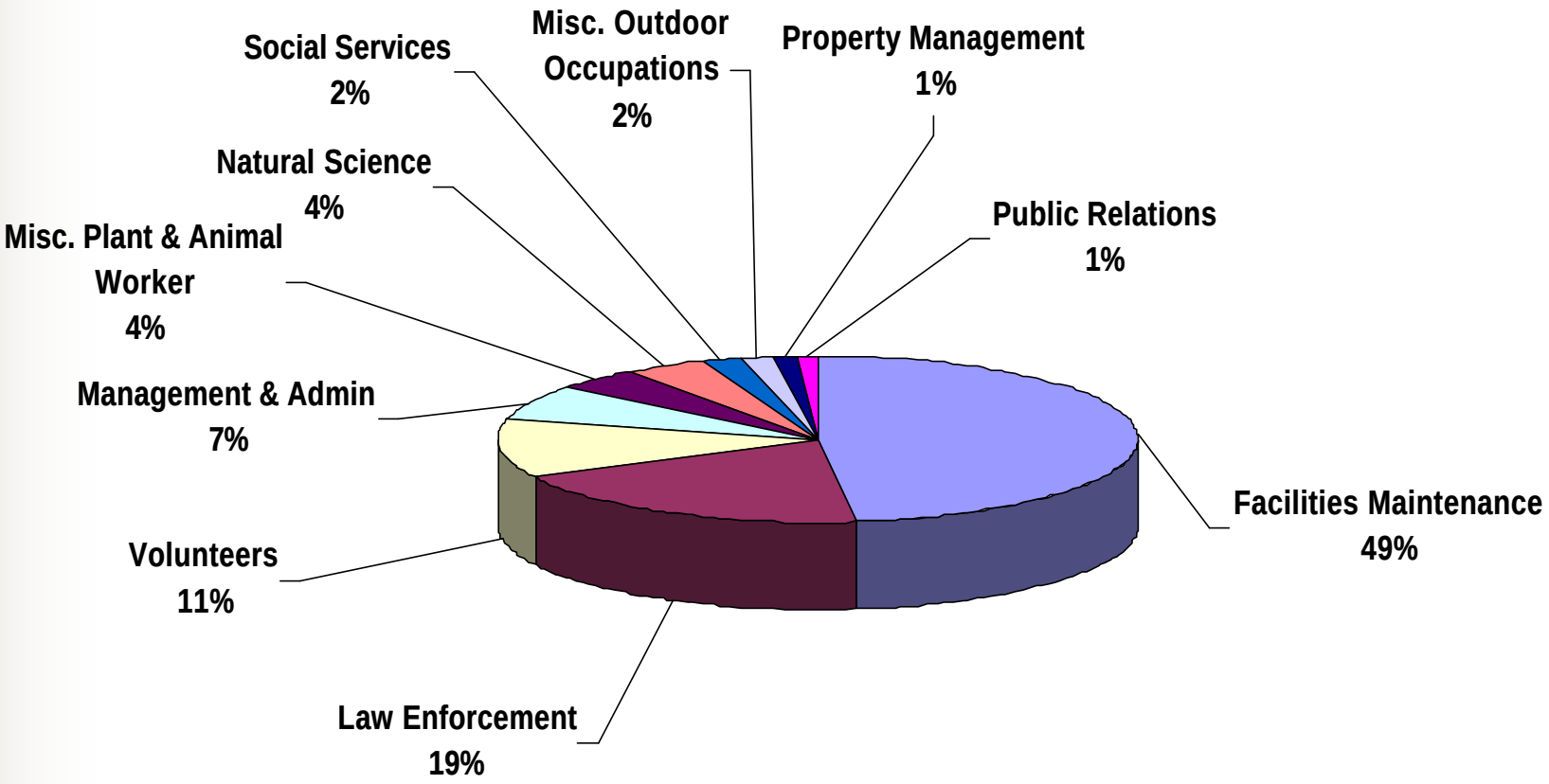
Lost Time Incidents/Accidents – By Occupation
FY 2000



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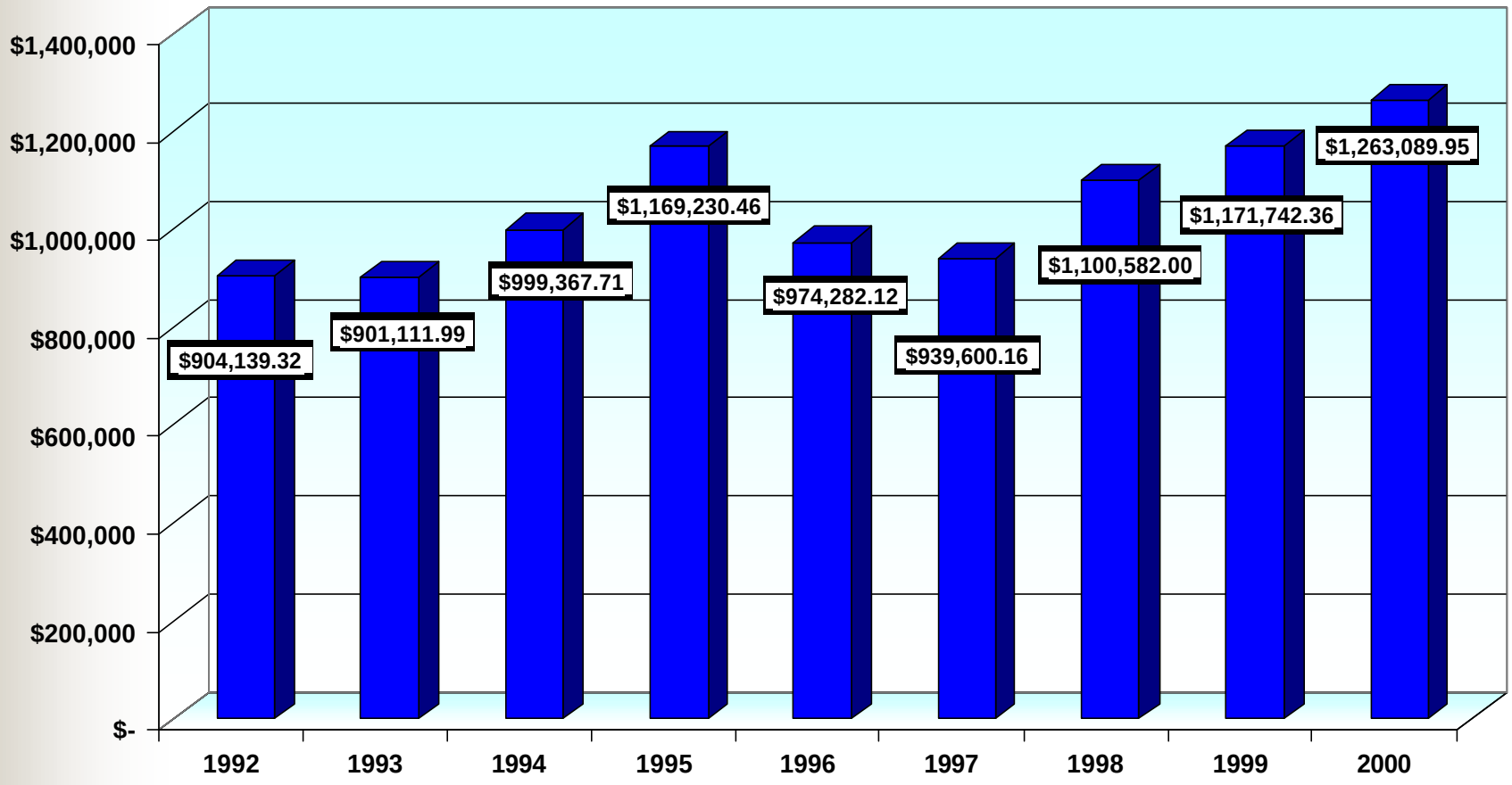
Continuation of Pay Costs
Fiscal Year Comparisons



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Risk Management

OWCP Paid - Chargeback Year 1999

Region	Number of Cases	OWCP Compensation	OWCP Medical	Total OWCP Paid
Unknown	111	$ 284,451.48	$ 54,543.29	$ 338,994.77
AK	72	$ 48,475.20	$ 58,308.75	$ 106,783.95
AKRO	5	$ -	$ 10,383.59	$ 10,383.59
DS	10	$ -	$ 1,507.36	$ 1,507.36
IM	831	$ 1,902,382.08	$ 975,489.99	$ 2,877,872.07
IMRO	13	$ -	$ 11,280.15	$ 11,280.15
MW	264	$ 317,894.59	$ 337,622.09	$ 655,516.68
MWRO	6	$ 23,436.96	$ 291.39	$ 23,728.35
NC	600	$ 1,119,426.44	$ 603,990.13	$ 1,723,416.57
NCRO	4	$ -	$ 1,694.00	$ 1,694.00
NE	651	$ 1,363,985.18	$ 615,791.63	$ 1,979,776.81
NERO	3	$ -	$ 134.00	$ 134.00
PW	994	$ 1,908,800.85	$ 1,181,967.63	$ 3,090,768.48
PWRO	10	$ 2,101.64	$ 51,573.01	$ 53,674.65
SE	501	$ 911,221.20	$ 568,444.51	$ 1,479,665.71
SERO	6	$ -	$ 4,674.69	$ 4,674.69
WO	385	$ 3,835,753.91	$ 638,460.17	$ 4,474,214.08
Total	4,466	$ 11,717,929.53	$ 5,116,156.38	$ 16,834,085.91

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OWCP Paid - Chargeback Year 2000

Region	OWCP Medical Paid	OWCP Compensation P	Total Amounts Paid
Unknown	$597,356.04	$3,765,123.17	4,362,479.21
AK	$60,800.52	$30,463.73	91,264.25
AKRO	$4,823.47	$8,649.64	13,473.11
DS	$5,015.01	$0.00	5,015.01
IM	$1,133,649.88	$1,511,391.96	2,645,041.84
IMRO	$33,592.64	$0.00	33,592.64
MW	$289,924.27	$257,079.21	547,003.48
MWRO	$982.99	$10,807.60	11,790.59
NC	$796,104.15	$1,528,253.84	2,324,357.99
NCRO	$8,952.00	$89,649.28	98,601.28
NE	$598,298.12	$1,260,037.65	1,858,335.77
NERO	$3,098.50	$0.00	3,098.50
PW	$1,553,931.50	$1,915,011.43	3,468,942.93
PWRO	$95,788.05	$29,275.94	125,063.99
SE	$776,340.25	$1,064,724.20	1,841,064.45
SERO	$10,152.66	$53,966.09	64,118.75
WO	$62,882.99	$87,554.04	150,437.03
Totals	**$6,031,693.04**	**$11,611,987.78**	**17,643,680.82**

Develop Specific Gauges for Implementing Performance Measures

- Ultimate goal is to provide management with accurate information to make intelligent decisions

  "If you don't measure results, you can't tell success from failure."

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OWCP Cost Growth Rate

Current chargeback year total OWCP Costs over the last 3 years. The calculation should be represented in a percentage of growth, either:

- **Positive**
- **Negative**

- **Source**

Data available in quarterly chargeback report from the Department of Labor. Measure can be calculated quarterly or annually.

- **Value**

Allows management to see trends in growth rates and what action may be needed.

Continuation of Pay (COP)

Total COP costs for the last 3 years. The calculation should be represented in a percentage of growth, either:

- **Positive**
- **Negative**

- **Source**

The date is available from your payroll system (such as the Federal Personnel Payroll System, FPPS). The measure can be calculated annually.

- **Value**

COP is hidden cost not shown in OWCP's Chargeback Reports. It represents lost costs in dollars and productivity.

Periodic Roll Growth Rate

- Current number of periodic roll cases over previous year. Calculations should be represented in actual numbers.
- Data available from quarterly chargeback reports as provided by OWCP.

  -- 60% of OWCP costs are cases on the periodic rolls. Strive for reducing cases transferred to the periodic rolls of OWCP.

REMEMBER

- Make your programs win-win for everyone involved
- Plan for success
- Good communication is one of the keys to your program's success

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