



MEMBER-BASED TPA MARKET DEVELOPMENT EXECUTIVE SUMMARY

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April 15, 2014

I. OVERVIEW: Changes in end-user-customer requirements and anticipated industry consolidation, reflect the importance of TPAs and “network members” being properly positioned to provide:

- *multiple services*
- *technology platform*
- *performance reviews*
- *industry-leading SLAs*
- *diversified customers*
- *ease of order entry*
- *status tracking*
- *cost reductions*
- *one point-contact*
- *reliable estimates*
- *pricing advantages*
- *reduced cycle time*

TPAs represent incremental revenue to network members, which increases the value of the member’s business. National TPAs provide multiple services to reduce costs for customers.

II. VISION: Grow Revenue, Enhance Brand Equity, and Increase Market Share.

III. MISSION: Increase contractor *membership*, develop new national accounts in five diversified vertical market segments, enter into strategic partnerships in each of the targeted verticals, provide robust technology that facilitates a “network exchange” of order origination and fulfillment. Focus on prioritization, low cost and rapid implementation.

IV. OBJECTIVE: Deliver multiple products and services to targeted end-users thereby broadening and diversifying contractor network footprint and client base. Increase points of sale, which benefits network members, and related fee income to IMACC.

V. BENEFIT STATEMENT: IMACC will simultaneously focus on the end-user customer and the TPA network member. Building value for both parties requires a technology platform to support multiple services “marketed and delivered” to diversified customers.

All forms of *customer and member* selling, branding, communication and messaging must include the following benefits:

- | | | |
|---------------------------------------|---------------------------------|----------------------------------|
| - <i>the marketing of expertise</i> | - <i>efficiency/reliability</i> | - <i>centralized dispatch</i> |
| - <i>concierge point of contact</i> | - <i>technical capability</i> | - <i>transparency</i> |
| - <i>real-time transaction status</i> | - <i>response times</i> | - <i>cost advantages</i> |
| - <i>reduced claim cycle</i> | - <i>lower adjustor cost</i> | - <i>customer retention</i> |
| - <i>technical reviews</i> | - <i>quality assurance</i> | - <i>capital investment life</i> |
| - <i>coverage/national footprint</i> | - <i>insured compliance</i> | - <i>standardization</i> |
| - <i>consistency</i> | - <i>vetting</i> | - <i>certification</i> |
| - <i>insurance</i> | - <i>warranty</i> | - <i>training/licensing</i> |

VI. TAG LINE: *IMACC's NATIONAL INITIATIVES DRIVE LOCAL MEMBER SUCCESS*

VII. HOW: 120 day Independent Contractor relationship commencing April 15th to evaluate, collaborate, develop, advise, assist and support the following:

1. Perform SWOT Analysis
2. Evaluate and develop opportunities in each of five vertical market segments
3. Broaden and deepen IMACC's brand identity: “i”, “iM”, “Connect”, “Next” etc.
4. Examine cost and fee structure to maximize revenue and member value
5. Evaluate need for TPA estimate “audit/scrub” authentication
6. Consider benefits of dues vs. costs, and low cost “administrative delivery fees”
7. Increase transactions and revenue to members; and fee income to IMACC
8. Focus on recruiting new members to serve targeted verticals
9. Identify and target key prospects within vertical market segments including:
 - a. *Multi Family.....IMACC Multi-Family TPA*
 - b. *Facility Managers.....IMACC Facility Management TPA*
 - c. *Restaurant Chains.....IMACC Restaurant Services TPA*
 - d. *Senior Care Facilities.....IMACC Senior Care Network TPA*
 - e. *Carriers, Agents, Brokers, IA’s.....IMACC Emergency Mitigation TPA*

10. Crafting strategic partnerships (w/rebate) in each new vertical

- *emergency mitigation*
- *reconstruction*
- *floor cleaning/maintenance*
- *textiles*
- *electric*
- *landscape*
- *accident scene clean-up*
- *restoration*
- *fire/smoke/mold*
- *roofing*
- *contents*
- *plumbing*
- *debris removal*
- *trauma scene clean-up*

11. Add diversified national account opportunities

12. Position value proposition for member recruiting

13. Enhance web site, collateral materials, promotional concepts,

14. Improve RFP responses, sales presentation materials and sales techniques

15. Participate in design strategy, training, recruiting, sales presentations

16. Develop new value-added membership benefits:

a. Member sales materials and sales training

b. Member mentoring and coaching

c. Member technology tools

d. Member business training

e. Member business planning templates

f. Member Newsletter templates

g. Member web site design, social media and digital marketing tools

h. Member access to wholesale pricing for supplies and equipment

i. Member referral/loyalty program

j. Member educational and certification program sponsorship

k. Membership industry news RSS Feed

l. Membership participation in third party web-based sales channels

m. Membership relationship with trade associations and trade groups