

## KEY RISK INSURANCE COMPANY KEY RISK MANAGEMENT SERVICES, LLC



A BERKLEY  
COMPANY

Key Risk is a leading provider of workers' compensation insurance and services in the Eastern United States.

### OUR MISSION

At Key Risk, we develop long-term relationships with our clients to identify and implement the most beneficial means to finance occupational risk, promote workplace safety, and minimize the overall cost of workers' compensation. Our commitment to delivering better outcomes through expertise, specialization and relationships provides industry-leading loss control, claims management, managed care, and administrative services and solutions.

### COMPANY DESCRIPTION

Founded in 1986, Key Risk is a leading provider of workers' compensation insurance products and services for employers, large and small, from a diverse cross section of business and service organizations throughout the Eastern United States.

Key Risk operates as an insurance company, third-party administrator, and provider of managed care services (including case management and medical bill adjudication services) from its headquarters in Greensboro, North Carolina, and in other offices located in Maryland, Virginia, Tennessee, North Carolina, South Carolina, Georgia, and Florida.

Key Risk Insurance Company is licensed in ten states: Florida, Georgia, Kentucky, Maryland, North Carolina, Pennsylvania, South Carolina, Tennessee, Virginia, and West Virginia.

In 2008, Key Risk formed an Alternative Risk Transfer (ART) division to provide a platform for agents and middle market insurance clients to access alternative risk transfer and financing needs on a group, agency or individual basis. Working with W. R. Berkley Corporation member companies, this division provides, creates, and builds captive and other alternative risk transfer solutions to fulfill the needs of individual or group commercial accounts who wish to depart from traditional insurance markets by assuming risk in order to reduce the total cost of their insurance program.

### HOW KEY RISK IS DIFFERENT

**Expertise** Our sole focus on workers' compensation, local presence in the states in which we operate, and extensive experience within niche industries, allows us to understand the workers' compensation exposures of our clients.

**Specialization** With our structure of regional offices, we are closer to our client and know the state legislative climate, applicable state statutes, medical community and marketplace dynamics.

With claim professionals and loss control specialists located in the states in which we operate, we are able to deliver better outcomes for our clients. We believe a local presence gives us the ability to truly understand the challenges and opportunities our clients face.

**Relationships** We believe in long-term partnerships with our clients and agents. Working together, we can achieve better outcomes.

**People** We employ over 300 associates who are experts in their fields and are committed to delivering better outcomes for our clients.

**Technology** We realize the importance of technology in today's highly automated workers' compensation marketplace. Our clients utilize MasterKey Connects™, a state-of-the-art risk management information platform that allows them to receive claim alerts, and develop standard and customized reports for their workers' compensation program.

**Regional Operation** With offices in three regions, Key Risk is highly effective in developing and maintaining strong client relationships. Our regional approach allows us to optimize opportunities, and enhance the quality of our decision-making process to provide our clients with quicker responses and locally-focused and knowledgeable customer service.

### FINANCIAL HIGHLIGHTS

Key Risk Insurance Company is a North Carolina domiciled insurance company that maintains excellent financial ratings, including a Berkley Insurance Group rating of A+ (Superior) XV Financial Size Category from A.M. Best Co. Key Risk serves

over 7,000 clients in the states in which we operate, in addition to providing services to many self-insured clients. Key Risk delivers better outcomes through our specialization in workers' compensation, our local expertise, and our commitment to long-term relationships.



**JOE W. SYKES, CPCU**  
Chairman & Chief Executive Officer

Joe Sykes served as President & Chief Executive Officer of Key Risk Management Services, LLC since 1995 and Key Risk Insurance Company since its inception in 1998. In 2007, he was named Chairman & Chief Executive Officer. Joe has 39 years of insurance industry experience, working with international brokerage firms and insurance carriers.



**ROBERT W. STANDEN**  
President

Rob Standen joined Key Risk in 2003. During his 19 years in the property and casualty industry, he has held various management positions with two regional carriers focused on workers' compensation insurance products and third-party administrative services. During his tenure at Key Risk, he has led the claims and managed care operations, served as Executive Vice President and, in 2007, succeeded Joe Sykes as President.

**Outcome Driven** Excellence in everything we do forms the cornerstone of our reputation for integrity, ethical business practices and stability. We strive to constantly innovate and improve our practices in order to provide better outcomes for our clients.

**People Oriented Strategy** Our employees are our greatest resource and define who and what we are, as well as what we can become. We attract, select and retain people who are expert or have the ability to become experts in their field. We promote the growth and success of each employee in a manner that directly relates to the growth and success of Key Risk.

**CONTACT INFORMATION**

All Key Risk offices can be reached at (888) KEY-RISK or (888) 539-7475. You may also contact us at our Greensboro address:

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P.O. Box 49129  
Greensboro, NC 27419  
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www.keyrisk.com

For more specific information on Key Risk, please contact one of our regional directors or business development team members:

**Carolinas Region**  
(NC and SC)  
Michael H. Marcus  
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Corporate Marketing Officer  
and Regional Director  
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**Mid-Atlantic Region**  
(VA, WV, MD)  
Susan Preston  
Regional Director  
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**Southern Region**  
(GA, TN, KY and FL)  
Janice C. Duggins  
Assistant Vice President  
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**Responsible Financial Practices** Our steadfast focus on delivering products and services that generate mutually profitable outcomes serves as the foundation for our long-term success.

**Distribution** Key Risk Insurance Company's products are distributed through independent agents and brokers. Key Risk Management Services, LLC delivers third-party administrative services in conjunction with independent agents, as well as on a direct basis with clients.

**Healthcare Group**  
(All States)  
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**Third Party Administration**  
Alternative Risk Services  
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**Alternative Risk  
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**OFFICERS**

**Joe W. Sykes, CPCU**  
Chairman & Chief  
Executive Officer

**Robert W. Standen**  
President

**Rebecca H. Karr, CPA, CPCU**  
Chief Operating Officer  
& Chief Financial Officer

**Joe. C. Brooks, II**  
Senior Vice President  
Human Resources/  
Administration

**John A. Godfrey, CPCU**  
Senior Vice President  
Underwriting/Loss  
Control/Business Services

**Anne H. Myers, CPCU**  
Senior Vice President  
Business Development  
& Client Services

**Joseph J. Abriola**  
Vice President  
Claims & Managed Care

**David A. Chandler**  
Vice President  
Information Systems

**Kimberly S. Fiedler**  
Vice President  
Alternative Risk Services