

June 6, 1994

To : Henry Bersoux
From: Richard Carris

Unmasking Insurance Fraud - Spring 1994 Issue; Insurance Executive Report

I just wanted to drop a quick note to document and thank-you for all your efforts in promoting the fraud article.

While I have written numerous insurance articles over the years, this particular one generated more feedback than any other article. Since the publication in our INSURANCE EXECUTIVE REPORT, I have received over two dozen calls from insurers. Additionally, the most current activity as a result of the promotion of the article includes:

- An invitation to be a guest on a television talk show on white collar crime.
- An invitation by NICB (National Insurance Crime Bureau) to come to Chicago this week for their annual conference (due to work demands however I had to decline.)
- A speaking engagement at the annual Self-Insurance Institute of America conference in October to speak on insurance fraud. NICB's CEO accepted my invitation to share the 75 minute talk (presented two times during the conference).
- A request by The Travelers Insurance Company to have me attend a June meeting at which E&Y will be presenting our claims credentials. (The meeting was scheduled and then when the article appeared in either the HARTFORD BUSINESS REVIEW or our INSURANCE EXECUTIVE REPORT, I was tracked down.)
- A paragraph quote closing an article in the May 23rd issue of Forbes on insurance fraud. (The Forbes article prompted five callers from the claims business that know me, including my claims manager at an insurance company from more than a decade ago!)
- Reproduction of the article in several newspapers. Among others, these include the San Francisco Business Times, San Diego Business Review, Hartford Business Review and this week, it will appear in the Boston Business Journal.
- Four letters on congratulations, including one from the NICB.

So thanks for all the great PR efforts. You have really "Unmasked" this topic. I'll keep you advised of our efforts to generate income as a direct result of the publication. To date, we have included the article in several proposals and have given away numerous issues at the '94 RIMS conference and at presentations. The E&Y edition has been sold out for some time now. (I will need reprints for the October speech with NICB's CEO.)

cc: Bob Stein
Douglas Hartman