

An Introduction to Aartrijk

Insurance Brand
Champions
Since 1999







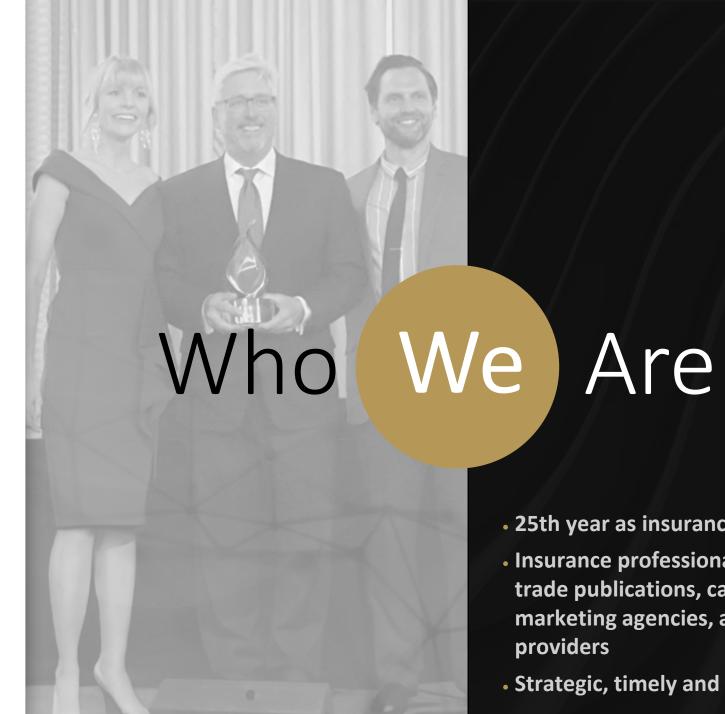












- 25th year as insurance brand champions
- Insurance professionals with experience at trade publications, carriers, MGAs, brokers, marketing agencies, associations and education providers
- Strategic, timely and results oriented

















Some of Our Clients

































































PAGE 04

A NEW WAY FORWARD



AGENT VOICES



Research

- Qualitative and quantitative market research
- Customer and business partner research
- Digital marketing audits

CONNECTED

A 360 DEGREE VIEW OF HEALTHCARE CYBER INSURANCE RISKS

tend to facus their intogetion efforts primarily on Protected Health Information (PHI), Bull facus must shift to the

The I.S. Department of Health and Injury the reside sur-se nated by Lisa Pino, the angestication's director of the Office for Cost Rights, in Televisory 2002. "All tool office, are use that risk analyses only over the electronic healt record," writes Pino. "I satisset undersions enough the

insulation. Refere cyleraticals regard that safe heads and coverage was meant for physical perfix and associated IT risks, rather than external network threats.

others; but the large-scale attacks on Vericon in 2013 and if Morgan is 2004 atmed a spottight on this growing risk. Insurence comparises clarified providing some protection. under the SL provisions of commercial insurance, this early company was provided with few or no purplices on the elect and little or no underwriting.

As the number of ecodents increased, the cyber increa-manistration began to mature, and the values of cyber commage began to excite, incurers generally reduced rater insurance limits provided under SI, provisions, flater preparation Complex SCEL the National Association of record their cyber insurance prices between 50% and 30% in 2000 atom, and in the first quarter of 2001, renewal prices

2020 increased by 24.1% how the prior upp, and the total 2000 inchesed by 24.1% how the proxy pass, and the notice of inches along policies aggressed in 250°C brownish by 25°C hours the number written in 250°C field inputting 5°C filter deep protects for bestforce in properties of the protection of the section of properties of the process of the This is due to the Sociality affected the IAG marketology versus standard policies, whose rate filings take longer to be reviewed and approved by the respective state insuran

promium rate increases create difficulties for healthcare organisations that already are dealing with Condinstated coverage to comply with counterparts agreements. For exemple, minimizingly other incurrence with ofipotened point limits is a requisite when healthcare organizations receive funding through debt freaturing or from meetins, Despite increased mitigation and security efforts, some health-or spriems have seen premium increases as high as 300% and Beductibles as high as \$500,000. And the con-









of all motor vehicle crashes



Deadlines, Distractions and Dents

of drivers admit to textino seen others do it.

















Brand Strategy and Creative

- Brand/culture strategy, tone of voice and messaging
- Naming
- Visual identity
- Content and creative development











Reversed logs, The Party Procures logs has been challed to also wink we on don't be logicumb and should use aggreed band orient and elements a model to very draight agent.

Legement. The logorous or potantil mark may be used in broader insolutions of orient identity.





















Media Relations

- Media pitching and placement
- Content development including features, bylined pieces, blogs, case studies, executive briefs, videos, podcasts, targeted emails and newsletters
- News releases



















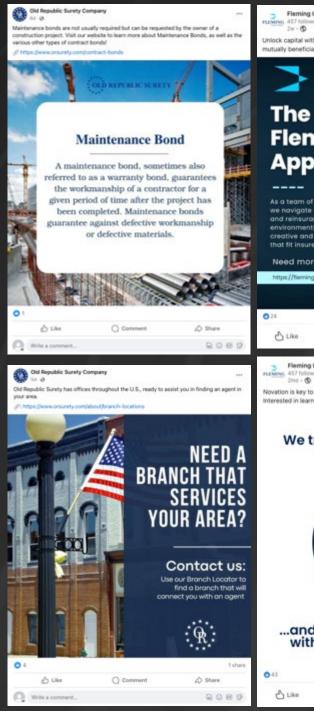


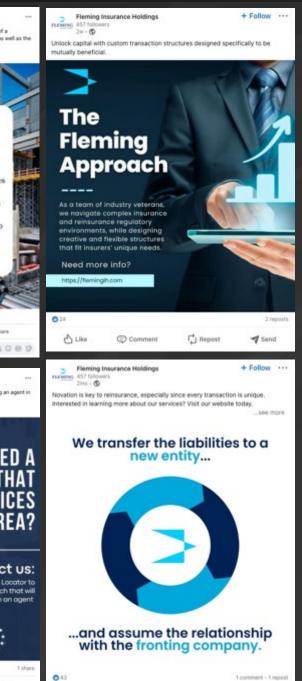


• IVIAI K

Digital Marketing

- Social and SEO audits
- Social media campaign management
- SEO
- Paid search
- Marketing automation





















PAGE **08**

Services

- Large language models (LLMs)
- Prompt engineering
- Question refinement



White Paper



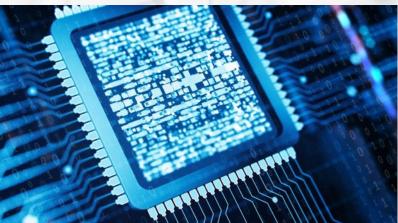
You Already Have What It Takes: Machine Learning for Insurers











Let's Talk

Peter van Aartrijk
peter@Aartrijk.com
703.868.0144

Dave Evans
dave.evans@Aartrijk.com
703.304.3540