

# ProAssurance Corporation Professional Liability Group

## STRATEGIC PLAN

2005 – 2008

*ProAssurance*<sup>®</sup>



Medical  
Assurance



ProNational



Red Mountain  
CASUALTY

**21. How has the proposed acquisition of PIC-WI affected the marketing plans of ProAssurance Corporation in Wisconsin? Please provide copies of any management communications that relate to this topic.**

ProAssurance Corporation  
Strategic Plan 2005-2008 Excerpts  
Referencing Marketing Plans for Wisconsin

II. MEETING RESULTS (continued)

C. STRATEGIES (continued)

1. Profitability

a. State by State Strategies (continued)

Wisconsin – Grow; pursue new opportunities.

E. TACTICAL PLANS

1. Develop plan for ensuring good relationships between the Company and excess funds that operate in Indiana, Kansas, Wisconsin and other fund states.