The Network of Emergency & Specialty Services

1-800-TheClaim (843-2524)

If consumer education has any merit, then it may be wise for insurance related Vendors and Subject Matter Expert's to invest just a few dollars or less each day to join an organization of like-minded professionals, in the same way that insurance sales agents and other well organized groups do.

There is clearly no shortage of well-oiled insurance associations who band together to protect their interests and to forward their cause.

- The III has an annual war chest of well over $8,000,000 annually.
- RIMS has an annual budget $12.7 million.
- The AIA's budget is over $17 Million to fund their agendas.

Yes. In order to thrive, one must pay to play in the CLAIM GAME.

And the winner is…

Geico's Warren Buffett spends over $1,000,000,000.00 (one billion dollars) in TV and media ads every single year to train consumers to buy insurance from a lizard, and to trust a flying pig to sign claims checks.

What do you have going for you?

Inasmuch as less than 4 percent of the population has any kind of accident or recovery plan beyond dialing 911 and subsequently they are forced to call insurance salespeople; it makes perfect sense that Emergency & Specialty services and other Subject Matter Experts who depend on insurance proceeds for a living, make it the main part of their business to EDUCATE consumers.

Not after the wreck or disaster. That is like giving swimming lessons after the boat sinks.

Not by blowing you own horn and telling the world how good, fast and cheap you are either. We consumers will not hear you because we don't care.

Do what doctors do. They sit quietly and wait for victims in well-known hospitals and let the hospital EDUCATE the public.

Now where can qualified Subject Matter Experts go to find out how to get customers sent directly to them before they call the insurers that owe them money?

Oh there is a much better way.

The one solution is that SME's will have to get out of their own way and trust others who know how to do what they do not.

Comments? Questions? Suggestions? My cell is (212) 724-9225.