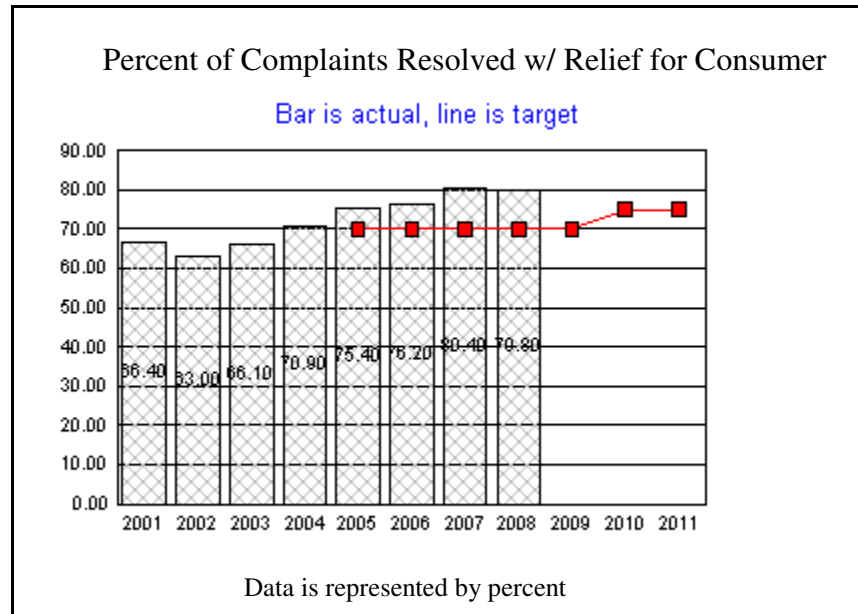


KPM #3	INSURANCE CONSUMER RELIEF – Percent of confirmed complaints resolved with relief for the consumer.	2001
Goal	DCBS Goal #1: Protect consumers and workers in Oregon.	
Oregon Context	DCBS Mission: To protect and serve Oregon's consumers and workers while supporting a positive business climate in the state.	
Data Source	Insurance consumer complaint data stored in the Complaints subsystem of the INSLIC data system.	
Owner	Ron Fredrickson, Manager, Consumer Advocacy Unit, Insurance Division, (503) 947-7277	



1. OUR STRATEGY

Ensure consumers receive the benefits they are entitled to under the terms of their insurance contract and applicable laws by advocating on their behalf.

2. ABOUT THE TARGETS

The Insurance Division uses the target to encourage prompt and effective advocacy for consumers. The 70 percent mark reflects the fact that not every person filing a confirmed complaint has a basis for an ultimate resolution in his or her favor. We are raising targets for the next two years to reflect past performance and a refinement of the way the division defines a confirmed complaint.

3. HOW WE ARE DOING

The Consumer Advocacy Unit has met its target each year since 2003. We consider the normal range for this measure to be 70 percent to 80 percent. At 79.8 percent in 2008, the unit is performing toward the top of the normal range for this measure.

4. HOW WE COMPARE

We do not know of any comparable data. While other states collect data, they use different standards for defining confirmed complaints, so it is difficult to compare.

5. FACTORS AFFECTING RESULTS

The Consumer Advocacy Unit's improved processes have helped us handle more complaints while improving levels of performance, resulting in increased service and protection for Oregonians. For example, the unit allows consumers to file complaints online and encourages the use of e-mail and electronic responses. In addition, the training and experience of the current advocacy team positively impacts results. We have an experienced staff and manage workloads to allow for sound analysis and follow-up. The Advocacy Unit has received more exposure through outreach efforts. As a result, complaints are often submitted to the Advocacy Unit earlier in the process, increasing the ease of resolution. Externally, changes in policies and procedures by insurers can affect the number of complaints and the results. For example, an insurer might add a mechanism for consumers to appeal decisions, which would decrease the number of complaints the Insurance Division receives because more cases would be settled between the consumer and the insurer. An insurer's willingness to settle a particular type of dispute may also affect results.

6. WHAT NEEDS TO BE DONE

We need to continue to deliver quality results to consumers by anticipating and addressing trends in the industry, such as timely payment of benefits and suitability of insurance products. We also must continuously improve our processes; we are pursuing additional electronic processes to eliminate paperwork and further streamline the complaint process.

7. ABOUT THE DATA

Data is collected quarterly and reported for the Oregon fiscal year (July 1 – June 30). The Consumer Advocacy Unit handles about 3,000 complaints per year for all lines of insurance. To calculate this measure, the department divides the number of confirmed complaints resolved with relief for the customer by the total number of confirmed complaints. A confirmed complaint is a complaint that the Insurance Division has reviewed and determined that the consumer's position has merit with respect to the terms and conditions of their insurance policy or Oregon law. Note, DCBS reports final values to 1 decimal place. The automated annual report system shows a 0 as the second decimal place, which is a placeholder for measures that may require a second decimal place.