

What We Do

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As subrogation professionals, what do we really do on a daily basis? I am sure the details vary greatly from person to person. Yet, from a thirty thousand foot view, we are all doing some of the same things. Some of this is described in the new two- minute promotional video debuted by NASP at the annual conference. A group of volunteers put countless hours into developing the concept behind the message, while State Farm's production team graciously offered their skills to create a concise video to be used by our membership to show what Subrogation is all about.

From the video, here is a list of what we do:

1. Recover money for our companies;
2. Recover our insured's deductibles, and in some cases, make it possible for them to recover their out-of-pocket losses;
3. Reduce premiums;
4. Hold tortfeasors accountable ;
5. Provide justice; and
6. Make our world a safer place by exposing defective products and practices.

I have had the pleasure of speaking at Subro College courses on the importance of Subrogation. Much of the discussion focuses on this list. I usually walk away from those presentations with the feeling that the attendees had a general sense of what I was talking about before they entered the room. However, they really never spent much time thinking about it. It is important to recognize why what we do matters. Following is a list of reasons why we should understand and be ready to explain the benefits of what we are doing:

1. Our co-workers should understand that what we do is about more than money. People who feel their jobs are meaningful perform better;
2. Judges, Juries, and Arbitrators may make better decisions if they have a good understanding of the benefits of Subrogation;
3. Other people who work at insurance companies, outside of the Subrogation department, may look at us differently if they really understand what we do; and
4. Legislators and other government officials may treat us with respect if they have a grasp of the benefits we provide.

I encourage you to watch the new NASP video, available now on the website. It is a great tool to explain in a quick and meaningful way what we do and why we do it. Use it where you think it may help. I am particularly interested to see if someone can use the video during a trial to explain what subrogation is. A lot of time went into making this short video to be a concise explanation of our industry. Help us spread the word about what we do and why it is important.