MAGMUTUAL®

MagMutual:
A Smarter Approach to Quoting, Claims, and Underwriting Processes

Industry:
Insurance

Process focus:
Enterprise Platform

The challenge

MagMutual, a leading provider of medical malpractice insurance, delivers comprehensive coverage to more than 40,000 healthcare providers and organizations across the United States. But because of their outdated legacy systems, they were dealing with:

- **Lengthy acquisitions disrupting service to policyholders.**

- **Heavy manual data entry burden for policy migrations.**

- **A weeks-long quoting process.**

The solution

Appian helped MagMutual build a self-service quoting portal and unified underwriting and claims workflow. By running their core insurance processes on Appian's AI-powered platform, they're delivering faster service and a better experience to policyholders.

The solution, implemented by Xebia, replaces three legacy tools and integrates data from Salesforce, Workday, and MagMutual's internal systems.

Policy and claims migration
MagMutual initially partnered with Appian and Xebia to migrate claims and policy data from an acquired company. With Appian, they:

- **Shortened acquisition time from 3 years to 12 months.** The complex data migrations involved in company acquisitions can take years. Appian helps MagMutual complete this process in just 12 months, minimizing service disruption to customers

- **Cut manual work to just 2%.** Appian's reusable migration system reduced manual data entry by 98%.

- **Use 30% less resources for the same work.** Appian makes everything faster, so MagMutual can do more with less.

"People got their policy within hours of us making it available, and we got to $1 million in revenue very, very quickly—without even advertising it."

Mark Poling
Chief Customer Officer,
MagMutual

Self-service quoting

MagMutual launched a self-service quoting portal with Appian that delivered immediate results.

- **$1M+ in new revenue** within weeks and **20% projected annual revenue growth**—without additional advertising

- **Customers get quotes instantly.** What was once a weeks-long process now takes minutes.

- **Lower support call volume.** Automated self-service tools let customers check in on their policies without calling.

AI-powered process improvement

Appian Process HQ is a feature that tracks process flows in a visual model and uses AI to point out opportunities for improvement. MagMutual uses Process HQ to:

- **Identify bottlenecks** in quoting workflows

- **Track process metrics** to guide resource allocation decisions

- **Report operational performance data** and actionable solutions to leadership.

> "Appian is the process company that's bringing innovation to MagMutual."

Sheila Evans
Chief Product and Solutions Officer, MagMutual

appian

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