



VRSA

Virginia Risk Sharing Association

Key Performance Indicators: Creating Metrics to Track Strategic Goal Progress

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VRSA Director of Analytics



About VRSA



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- First and Largest Pool in the Commonwealth
- Cities, towns, counties, schools, authorities
- Property, Liability, Workers' Comp, Line of Duty
- 479 Members
- \$60M contributions
- 57 staff
- .42 premium to surplus

Key Performance Indicators (KPIs)



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Key Performance Indicators (KPIs) are the critical (key) indicators of progress toward an intended result.



Strategic Goals



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Are we making progress toward achieving our strategic goals?

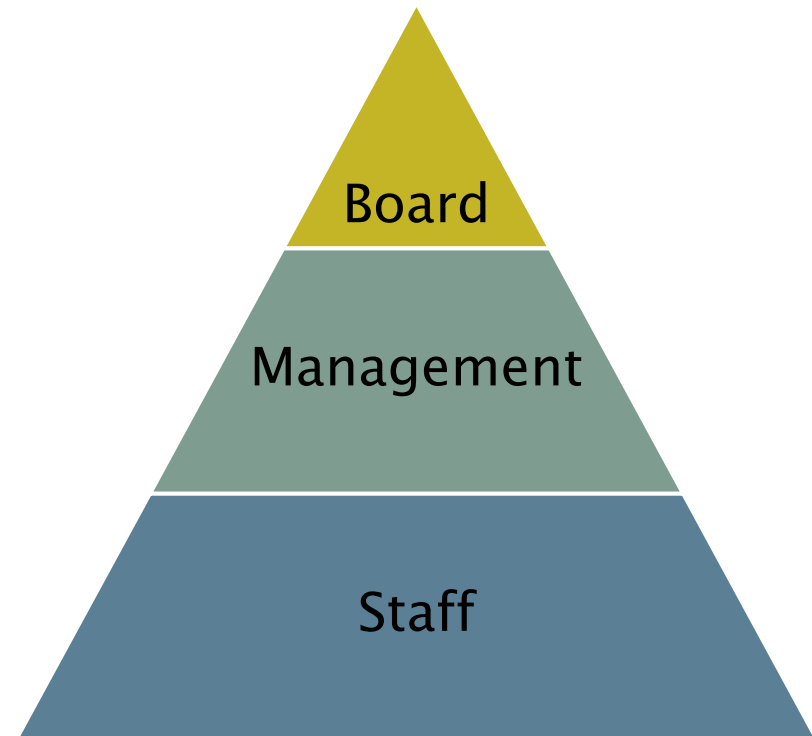
- VRSA has a 5-year strategic plan with the following focus areas:
 - ❖ Member Engagement & Thought Leadership
 - ❖ Financial Strength & Management
 - ❖ Tools, Resources & Services
 - ❖ Technology & Data Analytics
 - ❖ Professional Development, Diversity & Inclusion

Levels of Reporting



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We needed to be able to track and report our progress on our strategic objectives at all levels.



Staff



6

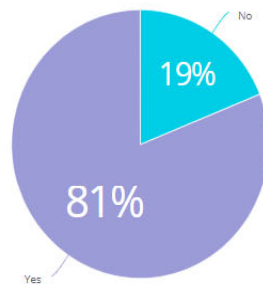
- For each KPI area staff have their own dashboards that allows them to see their performance and how they compare to the rest of the department.

WC Metrics For: Melissa McMillian

"No" in the pie charts below indicates that the type of claim note being featured does not exist in the file.

Claimant Contact

Adj-% of Claims with Initial Claimant Contact Note



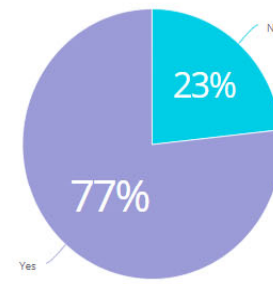
Adj-Med Days to Initial Claimant Contact

1

Adj-Avg Days to Initial Claimant Contact

1.33

Dept-% of Claims with Initial Claimant Contact Note



Dept-Med Days to Initial Claimant Contact

0

Dept-Avg Days to Initial Claimant Contact

0.63

Management



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- Each department has strategic goals and objectives under the strategic plan.
- Working to quantify these priorities into measurable goals.



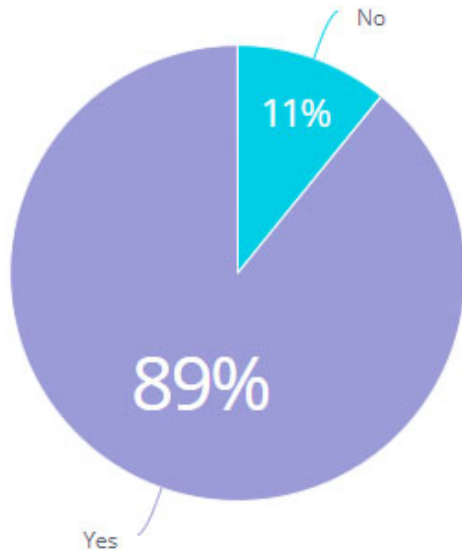


CLAIMS



Claimant and Member Contact

% of Claims with Initial Claimant Contact Note



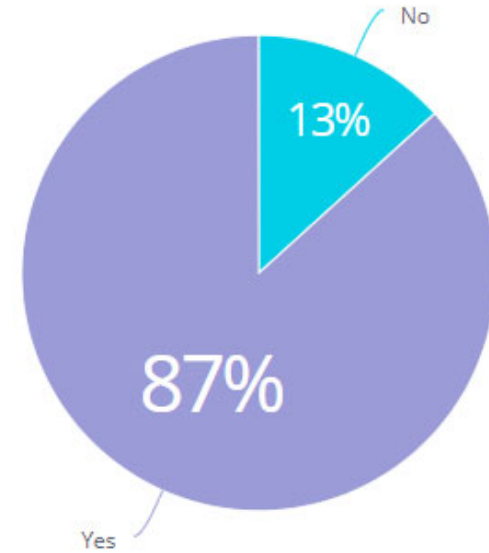
Median Days to Initial Claimant Contact

0

Average Days to Initial Claimant Contact

0.71

% of Claims with Initial Member Contact Note



Median Days to Initial Member Contact

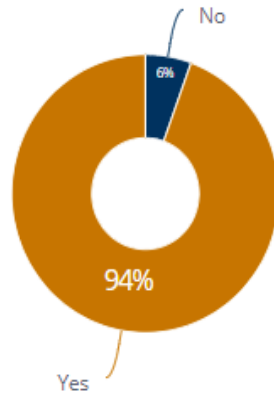
0

Average Days to Initial Member Contact

0.70

PL Adjuster

Coverage Note-PL



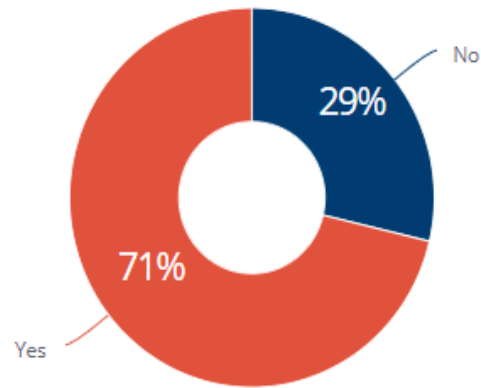
Median Days to Coverage Note Entry

0

Average Days to Coverage Note Entry

0.60

Claimant Contact Note-PL



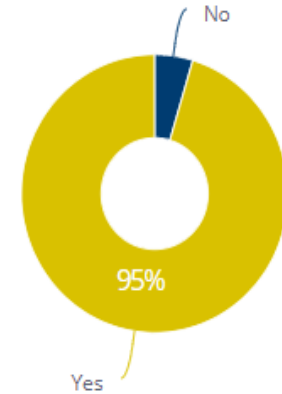
Median Days to Claimant Contact

1

Avg Days To Claimant Contact

0.75

Member Contact Note-PL



Median Days to Contact Member

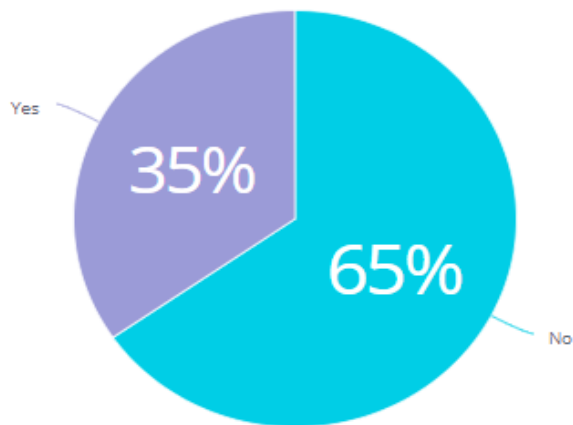
0

Average Days to Contact Member

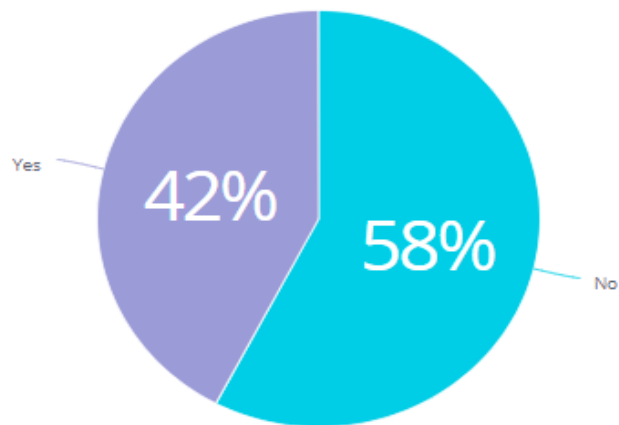
0.63



Subro Claims w 3rd Party on Notice(Subro Close Status Filter Turned Off)



Subro Claims with Initial File Review Note(Subro Close Status Filter Turned Off)



Avg Days Until 3rd Party on Notice (Subro Close Status Filter Turned Off)

Avg Days Until Responsible Party on Notice
0.33

Avg Days Until Initial Recov File Review (Subro Close Status Filter Turned Off)

Avg # Days for Initial File Review
1.55

Median # Days Until 3rd Party on Notice (Subro Close Status Filter Turned Off)

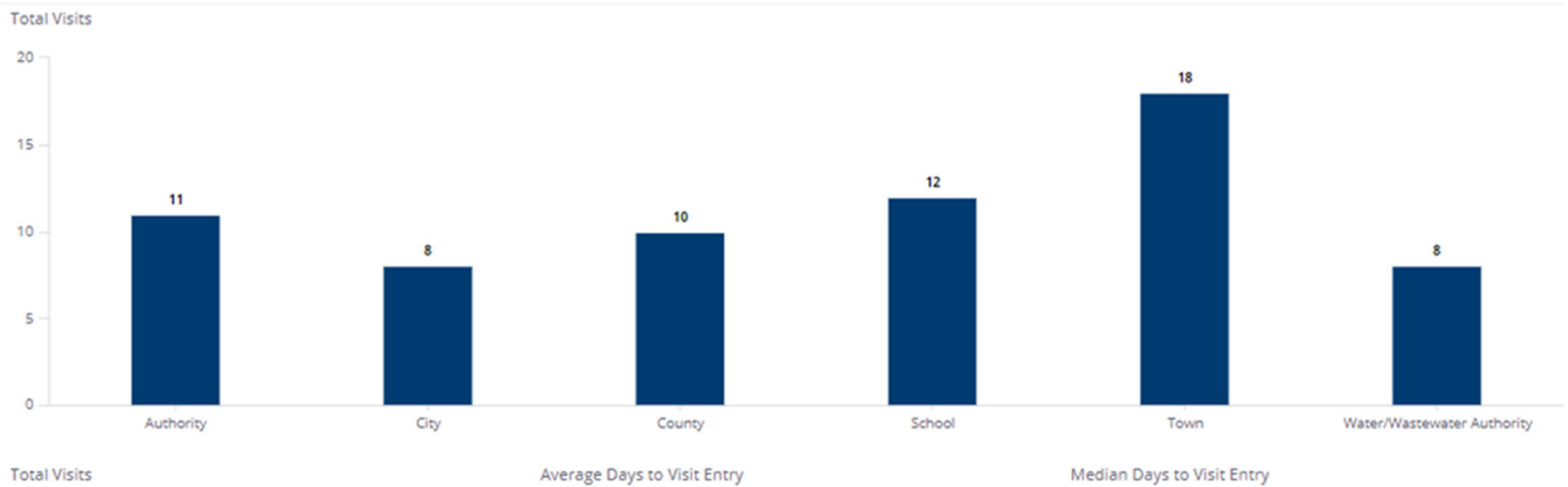
Median # Days Until 3rd Part on Notice
0

Median Days Until Initial Recov File Review ((Subro Close Status Filter Turned Off))

Median # Days for Initial File Review
1



Member Services

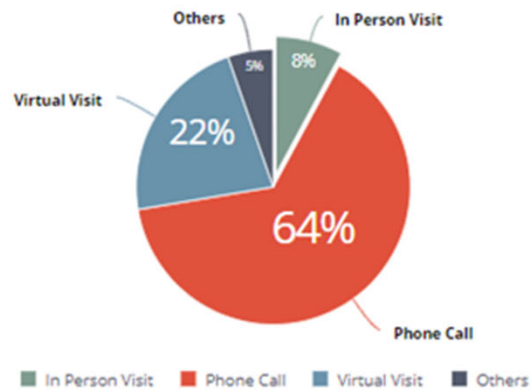


Total count
43

Avg Days for Visit Entry
2.16

Median Days for Visit Entry
1

Visit Type



Marketing Activities

Marketing Activities
6

#Unique Entities **3**

Next up...



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- Underwriting
- Risk Services
- Litigation Management
- Information Services
- Finance
- Human Resources
- Communications
- Data Analytics

Board



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- Report on our progress annually
- 4–5 KPIs with a clearly stated goal for each strategic plan focus area
- Easy infographics to make progress easily identifiable



Member Engagement & Thought Leadership

VRSA Consulting

Goal: Increase consulting engagements by 5% year over year.

Note: The steep increase in member consultations in 2020 was driven by COVID. We expect that the consultations will settle trend back down in the upcoming policy year.

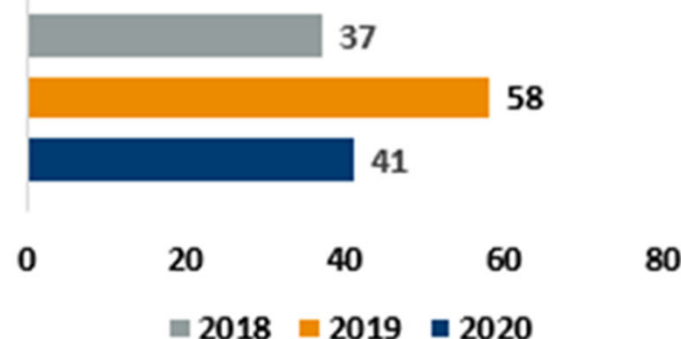
Consulting Type	2018	2019	2020
Communications	15	5	8
Human Resources	31	108	606
Local Government	0	46	80
Public Safety	166	141	213
Total:	212	300	907



Thought Leadership Ventures

Goal: VRSA staff will participate or create 50 thought leadership articles/presentations per policy year.

Note: In 2020, roundtables meetings were moved to the multimember engagement metric. Going forward all values in this metric will represent thought leadership articles and presentations only.



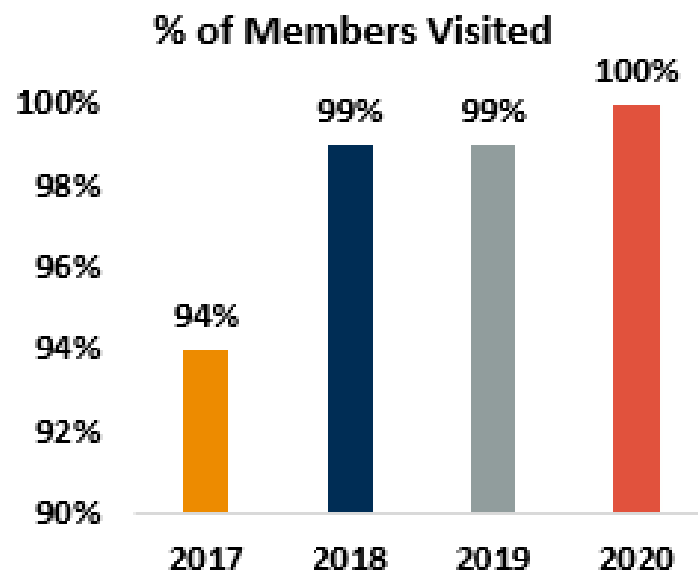


Member Engagement & Thought Leadership



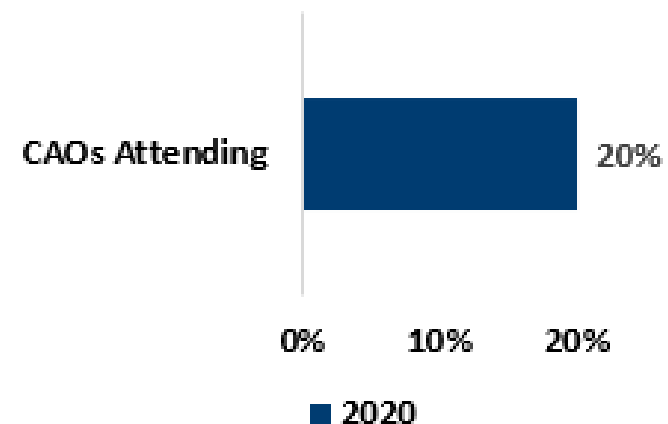
Annual Visits

Goal: 100% of members receive an in-person or virtual visit annually by Member Services.



CAO Engagement

Goal: By 2026, 60% of members with more than \$50,000 in contributions will have CAOs attend at least two VRSA events per year. For policy year 2020 this percentage was at



What have we learned?



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- Not an EASY process. Takes involvement by all levels within the organization, creativity, and patience.
- Management and staff response...
- We believe having objective measures fits into our diversity and inclusion framework for reviewing staff performance.

How to start?



- Identify goals and objectives across all levels of your organization.
- How can you measure your progress on these goals?
- What data do you have to create metrics so you can measure?

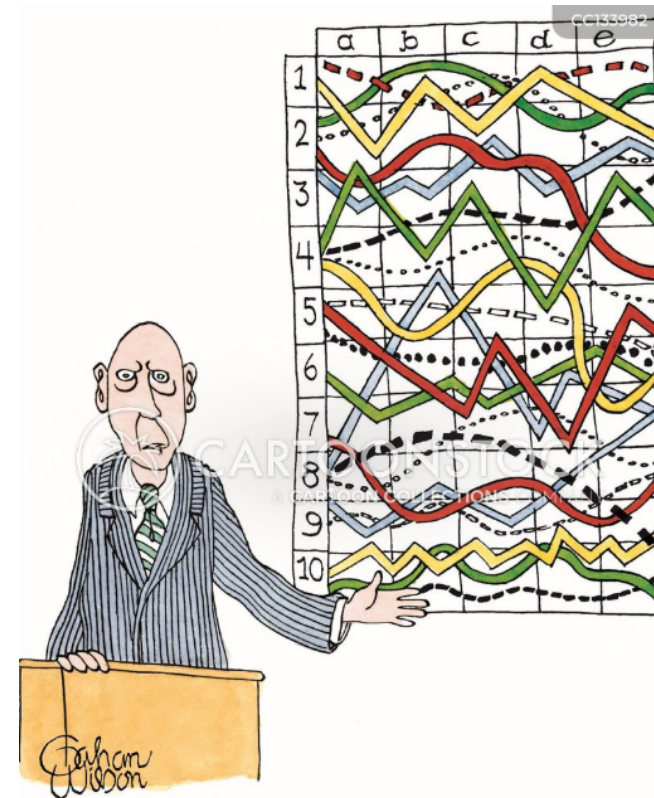


How to start?

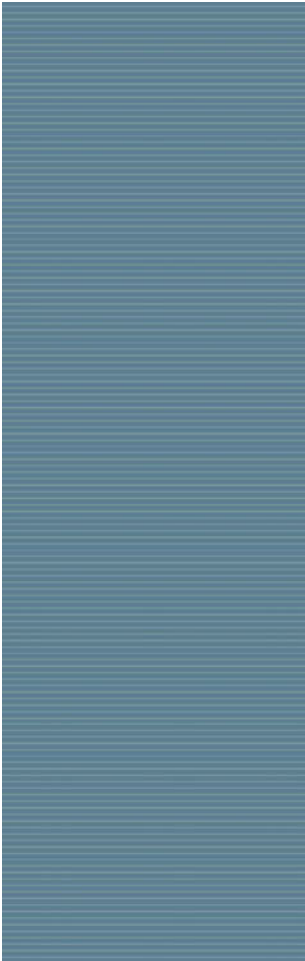


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- KISS method
- Visualizations do not need to be complicated to be meaningful



*"I'll pause for a moment so you can
let this information sink in."*



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