

The  
**ProAssurance**  
**Way**



**The ProAssurance Way** connects each of us as we work together to create a culture built upon our core values of integrity, leadership, relationships, and enthusiasm. In this guide we review our shared Mission, Vision, and Values as well as our promise of Treated Fairly. Taken together these are The ProAssurance Way.

Our mission, our reason for being, is simple and powerful—we exist *to protect others*.

In order to fulfill our mission and to stand behind the promise we make to our policyholders, our shareholders, and each other, we must live our values every day. Our values define our core beliefs, beliefs that guide our actions and relationships—in other words, the culture we seek to perpetuate. By committing to these values, and in doing so holding each other accountable for living the ProAssurance Way each day, we unlock the full potential of ProAssurance.

As an organization, we are deeply committed to our vision. Our vision encapsulates our dedication to becoming the Employer of Choice in the communities where we live and work. We become an Employer of Choice if each of us truly embraces every day as a singular opportunity to reach for extraordinary outcomes, build and deepen superior relationships, and accomplish our mission with infectious enthusiasm and unbending integrity.

Join me in committing to living the ProAssurance Way!

A handwritten signature in black ink, appearing to read 'Ned Rand', with the letters 'NED' written in a smaller, blocky font below the main signature.

**Ned Rand**  
President and CEO

We exist to

**protect**

others.



We will be the **best in the world** at

**understanding**

and providing solutions for

the risks

our customers encounter as  
healers, innovators, employers,  
and professionals.

Through an  
**integrated**

**family of specialty companies,  
products, and services,**

we will be a

**trusted partner,**

enabling those we serve  
to focus on their vital work.

**As the Employer of Choice,**  
we embrace every day as  
a singular opportunity to

reach

**for extraordinary outcomes,**  
build and deepen superior relationships,  
**and accomplish our mission**

with infectious enthusiasm  
and unbending integrity.

**RELATIONSHIPS**  
**integrity**  
**LEADERSHIP** *Enthusiasm*

These values  
guide our actions  
every day.

We value **integrity** above all else

**ACCOUNTABILITY**

We make decisions, choose actions, and use words that are honest, fair, and ethical.

**RESPONSIBILITY**

We offer our best judgments, take smart risks, and question actions inconsistent with our values.

***unbending***  
**integrity**

**LOYALTY**

We care intensely about the success of the Company and work diligently to accomplish the mission and vision.

**HONESTY**

We do what is right, even when it is difficult or inconvenient—and we require the same of others.



**INSPIRATION**

We communicate our ideas clearly and respectfully to develop trust, create a sense of purpose, and inspire continuous improvement.

**VISION**

We possess a clear idea about what we want to achieve and can determine an appropriate course of action to translate our aspirations into reality.

# LEADERSHIP

*that works*

**PERFORMANCE**

We expect exceptional effort and achieve high-quality results on a consistent basis.

**OWNERSHIP**

We are responsible for our words and actions, take ownership of results when outcomes are disappointing, and recognize the contributions of others when outcomes are successful.

**DEVELOPMENT**

We respect the diverse talents, abilities, and skills of our employees, empower decision-making at the most appropriate levels within the organization, and provide assistance and information when needed.

**PROFESSIONALISM**

We respect others, treat them with dignity, and conduct ourselves in a manner that is courteous and kind.

**TRUST**

We build meaningful connections based on trust and respect with our colleagues, business partners, and customers.

superior  
**RELATIONSHIPS**

**COLLABORATION**

We invite participation from others, offer our ideas and assistance, and look for opportunities to help others succeed.

**INDIVIDUALISM**

We value and leverage the uniqueness of our colleagues, customers, and business partners.

**CURIOSITY**

We have a persistent desire to acquire knowledge, and we strive to build expertise relevant to our business.

**CONFIDENCE**

We approach every challenge with optimism, view change as opportunity, pursue bold objectives, and celebrate the extraordinary outcomes we achieve.

*infectious*

# *Enthusiasm*

**PASSION**

We are excited about what we do and seek to energize and inspire others.

**PERSEVERANCE**

We do not give up.

We will honor these values  
in the execution of

treated  
**fairly**

to perform  
our mission  
and realize our vision.



PROASSURANCE<sup>®</sup>  
Treated Fairly

[ProAssurance.com](http://ProAssurance.com)

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