

## BASELINE FRAUD-FIGHTING FOR INSURERS

- Flag anomalous patterns; have procedures in place to escalate as needed.
- Monitor chat rooms, message boards, and information sites where fraud may be discussed, new/old schemes shared, or to investigate suspicious claims (hiring a service can help).
- Proactively conduct periodic analyses of sales, underwriting, and new and in-force business; flag suspicious policies.
- Create an anti-fraud culture where every employee is responsible for fraud prevention and detection.
- Implement and regularly update anti-fraud and fraud detection tools and training.
- Use data analytics/predictive modeling in fraud detection/prevention.
- Design applications, policies, claim forms and other documents intelligently to deter fraud by applying behavioral science strategies (e.g., wording of questions, placement of fraud warnings, etc.).
- Join forces with law enforcement and industry watchdogs to maximize fraud protection.
- Implement link analysis (frauds can be connected!) and leverage social media.
- Maintain open communication among claims, underwriting, and reinsurers as trends are identified; provide continuous feedback.