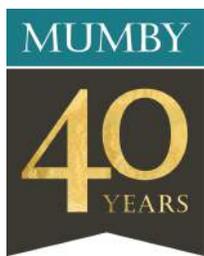




February 2015

Tips and Strategies to Help Your Firm Succeed

Here is our February *Business By Design* newsletter. This month we have included articles about the business costs associated with **data breaches**, what to look for in a



group benefits plan, what to consider if you or any of your staff **suffer from back pain**, and more.

We hope you find this newsletter

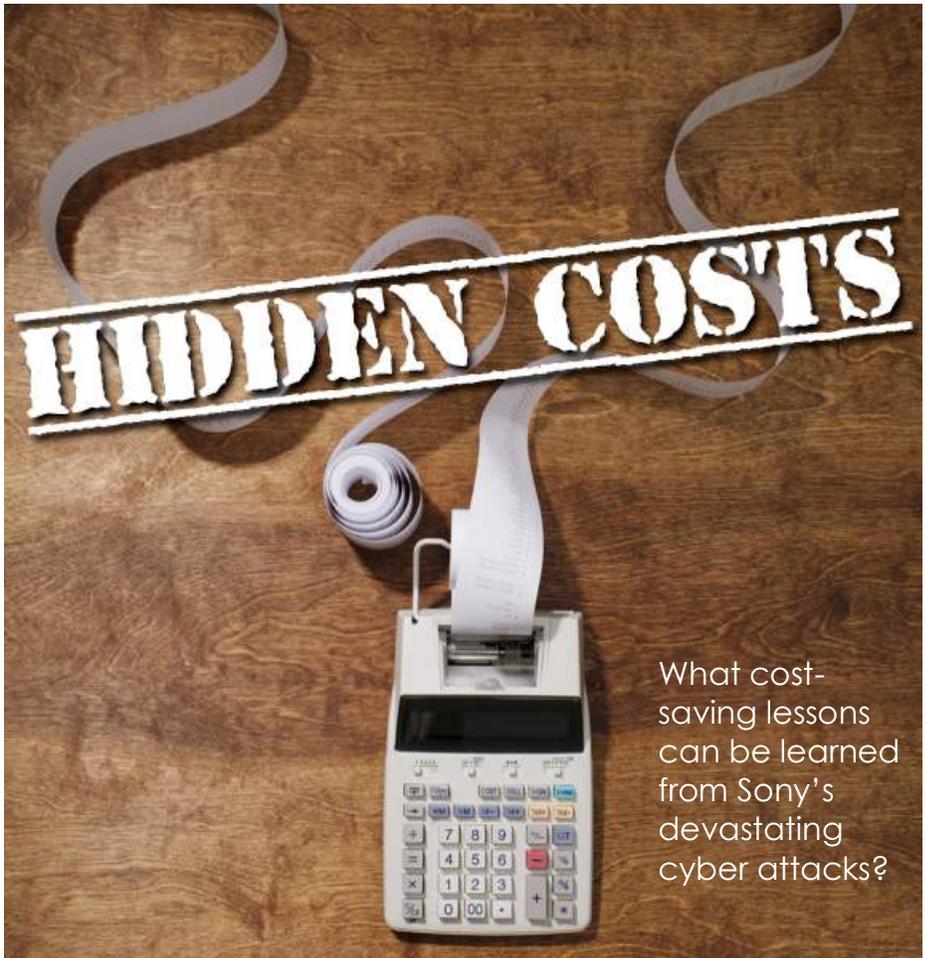
useful and informative.

Stay warm!

Anthea Mumby & Douglas Punell

We Can Help You With:

- Professional Liability
- Directors & Officers Liability
- Professional Offices
- Health & Dental
- Life Insurance
- Disability
- Critical Illness
- Mortgage Protection
- Cyber Liability
- Executor Liability
- Home Insurance
- Farm Insurance
- Tenant Insurance
- Condo Insurance
- Seasonal Property
- Builders Risk
- Special Event Liability
- Automobile
- Commercial Auto
- Antique Vehicles
- Snowmobile, ATV, Watercraft
- Apartment Buildings
- Condominium Buildings
- Townhouses



What cost-saving lessons can be learned from Sony's devastating cyber attacks?

Business Interruption Costs Associated with a Data Breach

On Nov. 24, 2014, Sony Pictures Entertainment experienced a major data breach that forced the company to shut down entirely for almost two days. A few days later, a number of Sony's movies that were not yet released were distributed by the hackers across the Internet, allowing millions of people to view them. Employees' personal information was also leaked.

In light of the growing number of high-profile data breaches that have occurred in the last year, more and more companies are purchasing cyber liability insurance and creating plans for their responses to data breaches.

Continued on page 2



BUYER BEWARE! Most standard commercial insurance policies do not cover business interruption time that occurs as a result of cyber-related circumstances or a technology

(Continued)

While this is a step in the right direction, the Sony example highlights an exposure that many business owners have not yet considered: business downtime in the event of a technology failure or cyber attack.

Most standard commercial insurance policies do not cover business interruption time that occurs as a result of cyber-related circumstances or a technology failure. This means that any losses a company experiences during the time spent trying to get the company back on track would not be covered.

In Sony's case, employees were unable to work during the two days the system was shut down, and potential sales were lost during that time. However, payroll and other expenses that the company was expected to provide were still taken out.

Without any output and subsequent profit, employee paycheques and other bills can add up quickly during a business interruption—especially if it lasts for a month or longer.

It's worth at least asking the question of your insurance provider: **Does your commercial coverage include cyber attacks and/or technical failures? If not, what are the costs associated with including such coverage?**

Your Last Chance To Win Is Almost Here! 

We've got a **BMW** and a **\$2500 Travel Voucher** to give away very soon! See the details at www.mumby.com/sweepstakes or give us a call today at **1.800.446.4745**.

Congrats Luke Kairys!

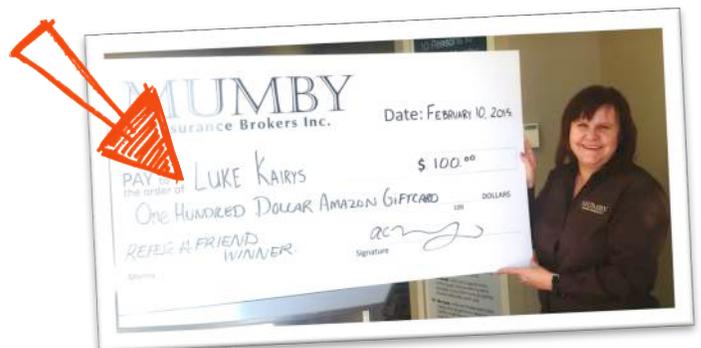
By simply referring a friend or family member to Mumby for a free comparison insurance quote, Luke won a **\$100 Amazon Gift Card!**

Visit www.mumby.com/customer-referrals for all the details.



Talk to us by March 27th for your **LAST CHANCE** to WIN!

We're giving away a BMW 320i Sedan and other great prizes.

Anthea's Book of the Month Now, Discover Your Strengths

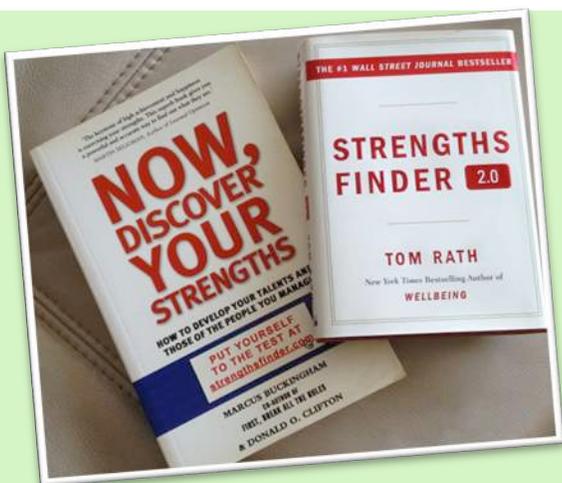
by Marcus Buckingham & Donald O. Clifton

I read *Now, Discover Your Strengths* a few years ago and we now use this book as part of our interviewing process at Mumby so that we can help ensure we are hiring the best candidate. Additionally, every member of our team has completed a profile, which really helps us understand one another and work better as a group.



One of my top 5 personal strengths is "Activator" (defined as someone who tends to be impatient for action), which is part of why our clients continue to see quick service at Mumby. We like to get things done!

Of course we look for balance in our team when we are hiring in order to ensure we have people with different strengths to offer our clients and our organization. Hopefully you will be able to apply it within your organization as well.



Readers learn what kind of environments will allow them to flourish; how managers can better cultivate their employers' talents; and how almost all organizations inhibit the talents of their people and need to change.

What To Look For In Group Benefits Insurance

Your firm size does not matter – big or small, your firm needs to be able to access a Group Benefits Insurance plan that combines competitive rates and specialized coverage.

- ❑ Coverage is tailored to meet the needs of your firm
- ❑ You don't have to qualify medically, so your coverage is guaranteed
- ❑ Educational content is available for topics such as health and wellness, compliance with provincial employment standards act requirements, and more
- ❑ A comprehensive plan can include:

Short and Long Term Disability	Hospital care, wheelchairs, crutches, etc.
Life Insurance	Vision Care
Accidental Death and Dismemberment	Dental Coverage – basic, major and orthodontics
Prescription Drugs	Travel Insurance
Paramedical (chiropractor, therapy, etc)	Critical Illness Protection – cancer, heart attack, strokes and other illnesses

Why Provide Group Benefits For Your Staff?

- ❑ A safety net for you and your employees against financial problems caused by unexpected health and dental expenses
- ❑ Premiums are tax deductible
- ❑ A fixed annual budget instead of unforeseen costs for health and dental expenses
- ❑ Attract and retain quality staff



Through Mumby's group buying power you can **SAVE 10-30% off group benefits plan rates.**

Call Douglas today to learn more:
1.800.446.4745



Before You Opt For Back Surgery

Exhaust Other Options

Start with less invasive measures such as over-the-counter meds, steroid injections, muscle relaxants, physical therapy, chiropractic care, massage, and/or acupuncture.

Assess Your Pain Levels

Some people can copy while they explore non-surgical options or let nature take its course (most back pain resolves within a year). For others, the pain may be unbearable.

Get A Second Opinion

Consult an orthopedic surgeon or neurosurgeon who specializes in the spine and is affiliate with a back pain centre. Don't share your previous diagnosis – Let the new doc have a fresh look.

Compare Pros And Cons

Weight the benefits and risks of surgery versus those of going without – the drowsiness of painkillers for example, the inconvenience of going to therapy sessions, and the continuing effect of pain on your ability to function and work each day.

Finally, keep in mind that even with surgery, there are some cases in which the pain will never completely go away.

Live Well, Work Well Is Back Surgery For You?

Many business people and office workers have experienced back pain at some point, while others deal with it every single day. Hours upon hours seated at a desk can lead to all sorts of back issues.

If you are experiencing chronic back pain, there are some surgical ways to get relief. However, be sure to consider all of your options before going under the knife.

Back surgery is among the most commonly performed, unnecessary procedures. If your doctor suggests it, should you go for it?

While there is no guarantee that you'll come through pain-free, these clues will help you make an informed decision.

Check Your Diagnosis

There is clear evidence that surgery can help these common problems:

- Spinal Stenosis (narrowing of the spinal cord)
- Degenerative Spondylolisthesis (a vertebrae slips forward)
- A herniated disc with leg pain

 **Pass It Along!**

Do any of your staff members suffer from back pain? Pass along this article.

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