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## Atlantic Entering N.H. Comp Market

BOSTON — Atlantic Charter Insurance Company announced last week that it plans to enter the New Hampshire workers' compensation market, a "natural progression," according to the insurer.

"Despite a challenging regulatory environment, we've experienced tremendous success in Massachusetts by establishing strong relationships with our agents and insureds and by offering a unique risk management program designed to reduce workers' compensation costs," said Linda Sallop, Atlantic Charter president. Atlantic Charter is the sixth largest workers' compensation insurer in Massachusetts.

"Many of our Massachusetts clients have locations in New Hampshire which we have been unable to insure," added Sallop. "Now we will be able to accommodate those clients who have New Hampshire exposures."

Atlantic quoted its first piece of business in the Granite State last week and will open a claims office in southern New Hampshire, and plans to appoint a network of agencies. The insurer has about 30 agencies in Massachusetts, a "handful" of which also have a physical presence in New Hampshire and will be producing business for Atlantic Charter there.

Jacquie Willett, director of marketing at Atlantic Charter, said the company's underwriting appetite will not differ much from its Massachusetts book of business. The company targets health care risks, manufacturing and retail businesses.

"We have a really good handle on the types of classes we write," she told **The Standard**.

Where Massachusetts regulators set the workers' compensation rate used by all insurers, New Hampshire insurers calculate their own rates based on advisory loss costs filed by the National Council on Compensation Insurance (NCCI).

"For us, having been in Massachusetts for so long, it'll be a nice challenge," said Willett. "In Massachusetts, the competition is fairly clear cut. Rates are what they are and then people have deviations."

Incorporated in 1990, the Boston-based insurer began by insuring nursing homes, and has expanded its underwriting appetite to include manufacturers, auto dealers, retailers, and technology accounts. ■

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