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PRESS RELEASE

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NORCAL Hosts First-of-its-Kind Focus Group on Cervical Cancer & Human Papilloma Virus (HPV)

San Francisco, CA (April 14, 2008) – On May 8 and 9, 2008, NORCAL will host a first-of-its-kind focus group on the subject of cervical cancer and HPV. NORCAL is hosting the event in conjunction with Integrated Clinical Services, Inc. (ICS), a medical education and marketing company, at the Hyatt Regency in San Francisco. The two-day program will be attended by twenty-five senior healthcare executives, members of the professional liability insurance industry, and physicians from across the country who are leaders in the field of cervical cancer and HPV care.

This landmark program, led by Stephen M. Farber, Vice President of Risk Management and Continuing Medical Education at NORCAL, will address the new clinical context surrounding cervical cancer risk assessment, as well as the new FDA-approved HPV molecular testing. The program will also review issues surrounding conventional pap smear and the adoption of recommendations for clinical practice.

Following on the heels of the Center for Disease Control's (CDC) recent STD study, which revealed that one in four teenaged girls has a sexually transmitted disease—and that HPV was the most common STD, infecting 18 percent of all girls surveyed—this unique consortium is designed to educate physicians and healthcare leaders about emerging issues, processes and risks associated with cervical cancer diagnosis and HPV screening.

Farber, who has led NORCAL's innovative Risk Management Department for over 10 years, stated, "In an era of heightened awareness of cervical cancer and HPV, there is a need for further education and awareness about practice guidelines, diagnoses and the availability of HPV vaccines. The mission of NORCAL's Risk Management Department is to be on the cutting edge of patient safety practices and thought leadership within the healthcare community. We are pleased to host this first-of-its-kind focus group, and help lead the fight against cervical cancer, HPV and other sexually transmitted diseases."

NORCAL Mutual Insurance Company was formed in 1975 to provide the highest quality medical professional liability insurance, products and services to its policyholders. NORCAL insures over 12,000 physicians, medical groups, hospitals, clinics and healthcare facilities, primarily in California, Alaska and Rhode Island.

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