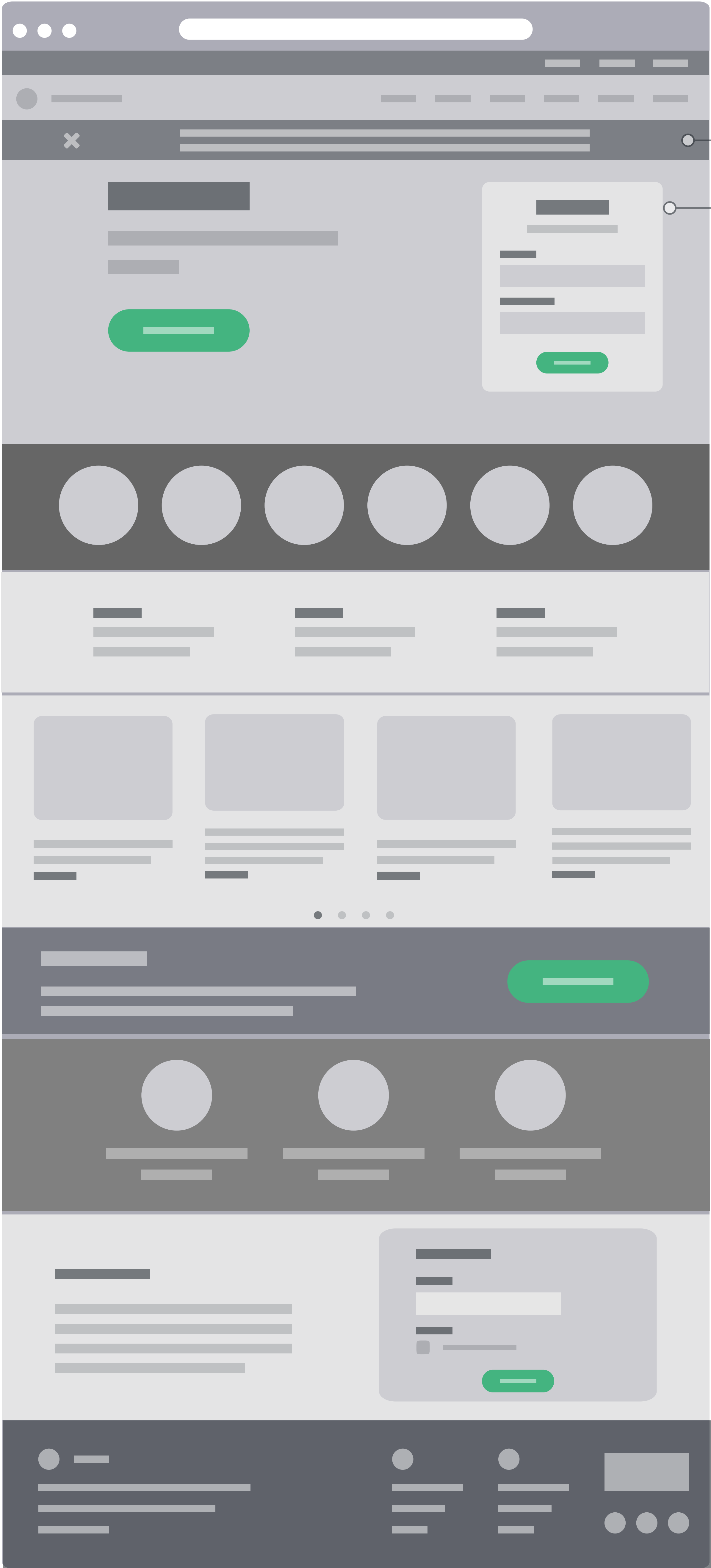




# HOMEPAGE (DESKTOP)



## ALERT

For important announcements that users will need to complete their tasks. Once the user is familiar with the contents of the alert, they can close the panel.

## HERO IMAGE AND BRAND PROMISE

Provide a high level overview of Chesapeake Employers along with a value proposition.

### CTA: WHAT SETS US APART

## LOG IN

Brief information about what content lives behind the login.

Form Fields:  
User Name  
Password

### CTA: LOG IN

## QUICK TOOLS

Provide your users with quick tools on the front end site that they might need throughout their policy lifecycle.

1. Pay My Bill
2. File a Claim
3. Find an Agent
4. Get a Quote
5. Find a Doctor

## INTRODUCTION TO WORKER'S COMP

Help newer users become familiar with worker's compensation insurance.

What is Worker's Compensation?  
Do I Need an Agent?  
Maryland State Agency Services

## FEATURED RESOURCES

Highlight featured and most recent resources to ensure timeliness and relevance.

Safety Resources  
Claims Resources  
Events  
Legislative Updates  
Blog Posts  
Videos

## NEWSLETTER SIGNUP

Copy describes the frequency of and contents typically within the newsletter.

Form Field:  
Email Address

### CTA: KEEP UP TO DATE

## BRAND REINFORCEMENT

Use this section to build trust and credibility with your users.

Awards/Certifications  
Achievement Statistics

Examples:  
184,750 Workers Covered  
103 Years in Business  
14 Partnership Programs

## FIND AN AGENT

Copy describes the reasons someone might want to work with an agent.

### CTA: FIND AN AGENT

## FOOTER

For users that reach the bottom of the page without finding what they're looking for.

Contact Information  
Quick Tools  
Policy, Español, Forms  
Social Media Icons  
AM Best Rating



# HOMEPAGE (MOBILE)



## ALERT

For important announcements that users will need to complete their tasks. Once the user is familiar with the contents of the alert, they can close the panel.

## HERO IMAGE AND BRAND PROMISE

Provide a high level overview of Chesapeake Employers along with a high level value proposition.

**CTA: WHAT SETS US APART**

## QUICK TOOLS

Provide your users with quick tools on the front end site that they might need throughout their policy lifecycle.

1. Log In
2. Pay My Bill
3. File a Claim
4. Find an Agent
5. Get a Quote
6. Find a Doctor

## INTRODUCTION TO WORKER'S COMP

Help new users become familiar with worker's compensation insurance.

*What is Worker's Compensation?*  
*Do I Need an Agent?*  
*Maryland State Agency Services*

## FEATURED RESOURCES

Highlight featured and most recent resources to ensure timeliness and relevance.

*Safety Resources*      *Legislative Updates*  
*Claims Resources*      *Blog Posts*  
*Events*      *Videos*

## BRAND REINFORCEMENT

Use this section to build trust and credibility with your users.

*Awards/Certifications*  
*Achievement Statistics*

Examples:  
*184,750 Workers Covered*  
*103 Years in Business*  
*14 Partnership Programs*

## FIND AN AGENT

Copy describes the reasons someone might want to work with an agent.

Form Field:  
Zip Code

**CTA: FIND AN AGENT**

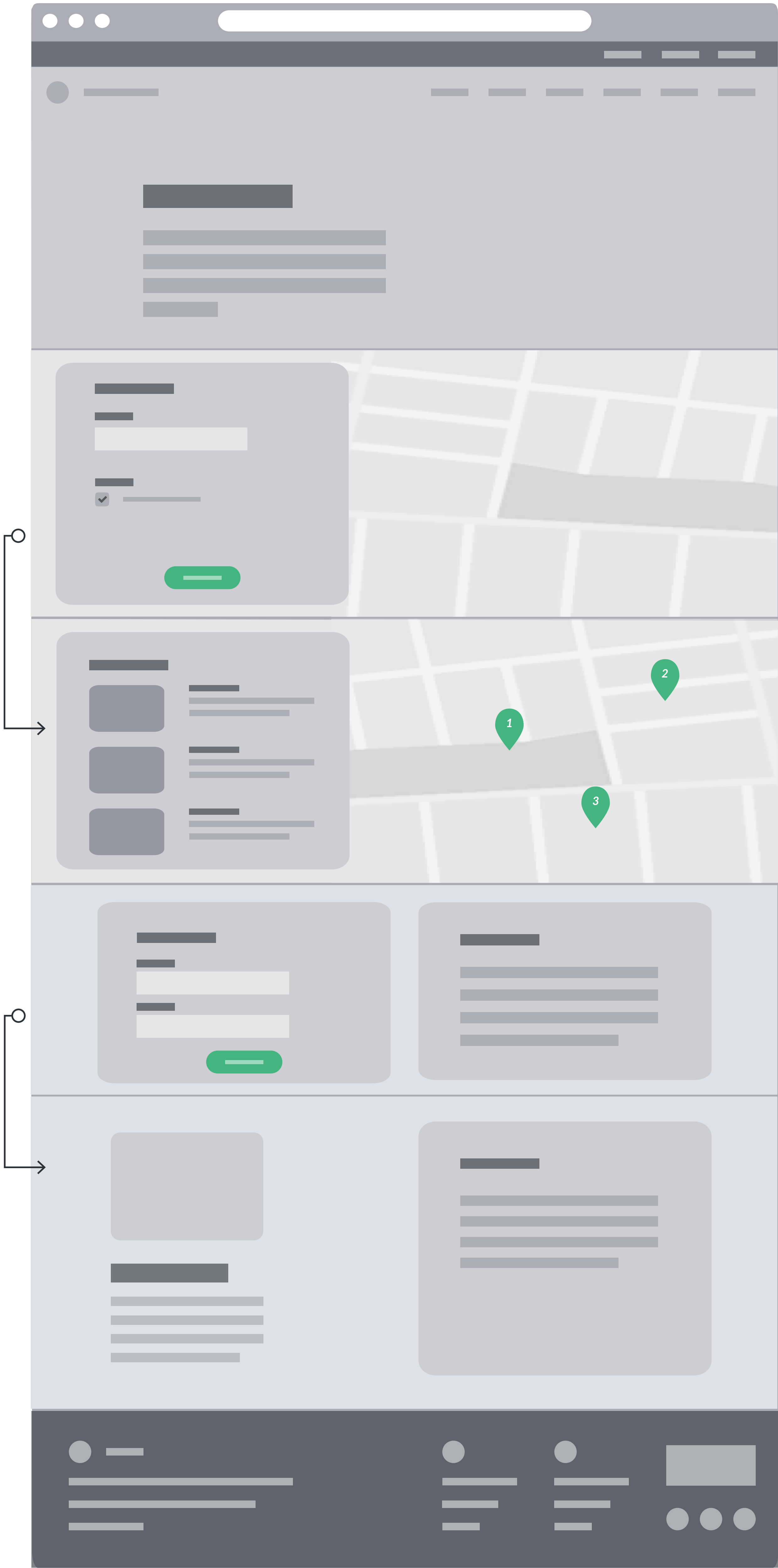
## FOOTER

For users that reach the bottom of the page without finding what they're looking for.

*Contact Information*      *Social Media Icons*  
*Policy, Español, Forms*      *AM Best Rating*



# FIND A ... (DESKTOP)



## FIND A ...

Copy directing the user how to use the tool.

*Example—Find an Agent:*

*Our knowledgeable agents do the hard work for you so that you can get exactly the coverage you need. Once you partner with one of our agents, they will help you manage your policies (and claims, should the need arise).*

## ... AGENT

Background is a map, with an overlay for the agent finder.

Form Fields:

*Zip Code*

*Spanish Speaking*

**CTA: FIND AN AGENT**

## SEARCH RESULTS

This map now geo-locates to the zip code the user entered, with an overlay for search results. Each search result corresponds to a location pin on the map.

Each search result contains:

*Name*

*Location*

*Proximity*

*Website*

*Phone Number*

## ... CLAIMS ADJUSTER

Form Fields:

*Claim Number*

*Claimant Date of Birth*

Side Panel:

*Information about how to format the claim number and which claims you can find the adjuster for online (only open claims).*

**CTA: FIND YOUR CLAIMS ADJUSTER**

## SEARCH RESULTS

Search result contains:

*Name*

*Email Address*

*Phone Number*

Side Panel:

*Hours they're available*

*What information they can help resolve*

## FOOTER

For users that reach the bottom of the page without finding what they're looking for.

*Contact Information*

*Social Media Icons*

*Quick Tools*

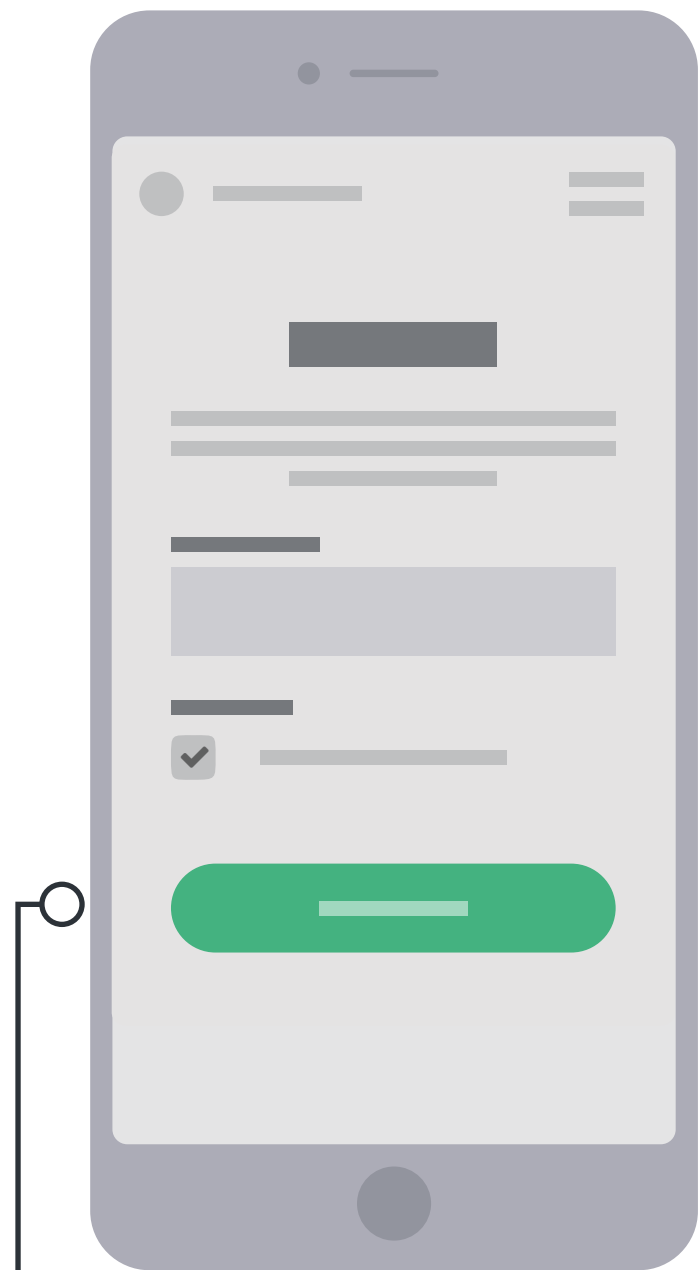
*AM Best Rating*

*Policy, Español, Forms*





# FIND A ... (MOBILE)



## FIND AN AGENT

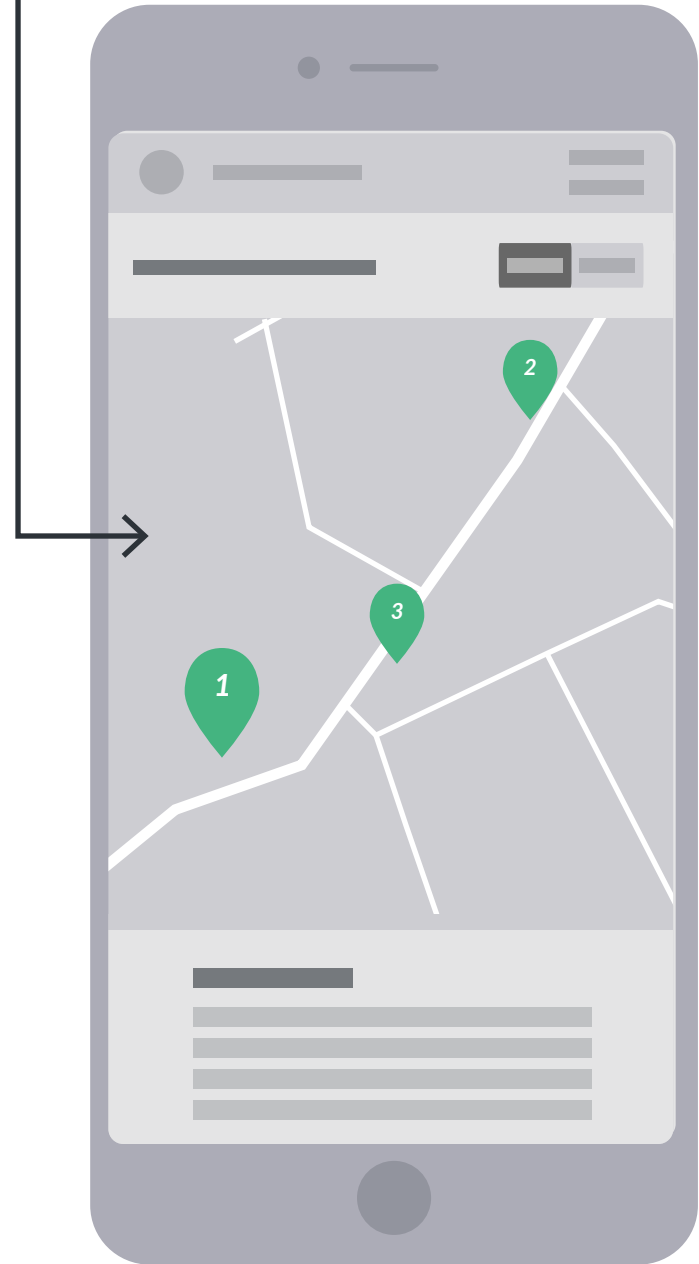
Copy directing user how to use the tool.

Form Fields:

*Zip Code*

*Spanish Speaking*

**CTA: FIND AN AGENT**



## SEARCH RESULTS

The map geo-locates to the zip code the user entered, with a bottom panel showing the first search result.

Users can select either a map or grid view to view the results of their agent search.

Each search result contains:

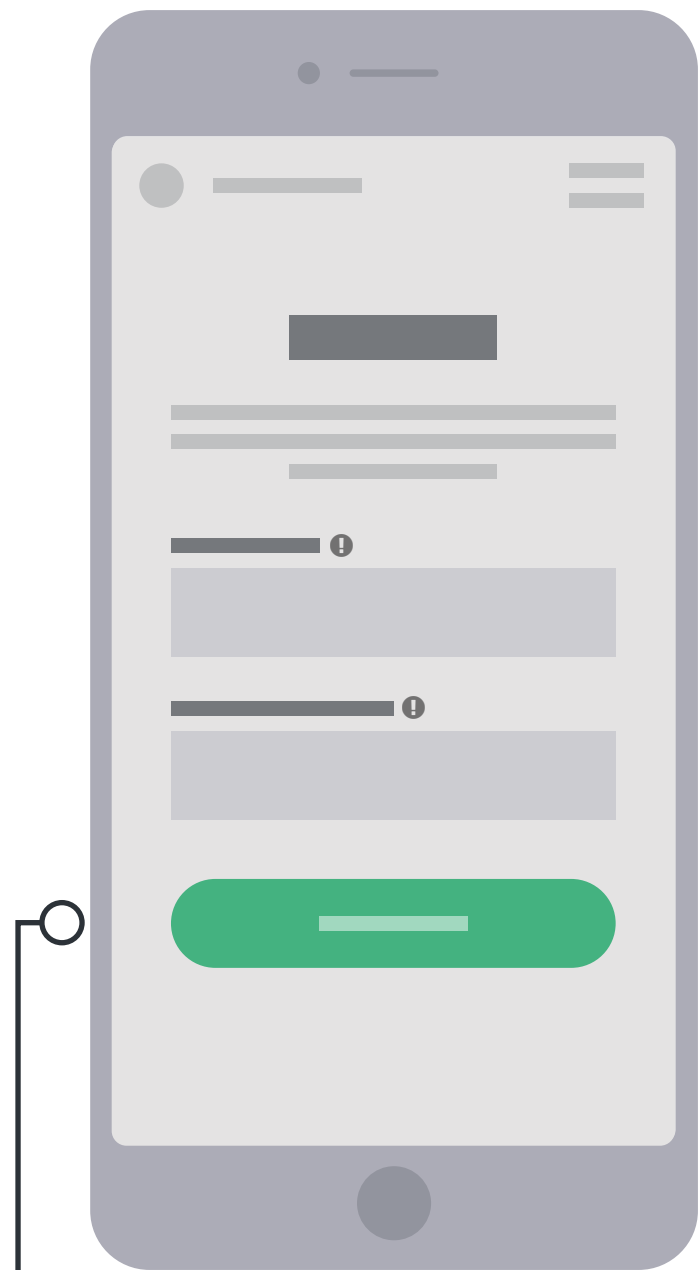
*Name*

*Location*

*Proximity*

*Website*

*Phone Number*



## FIND YOUR CLAIMS ADJUSTER

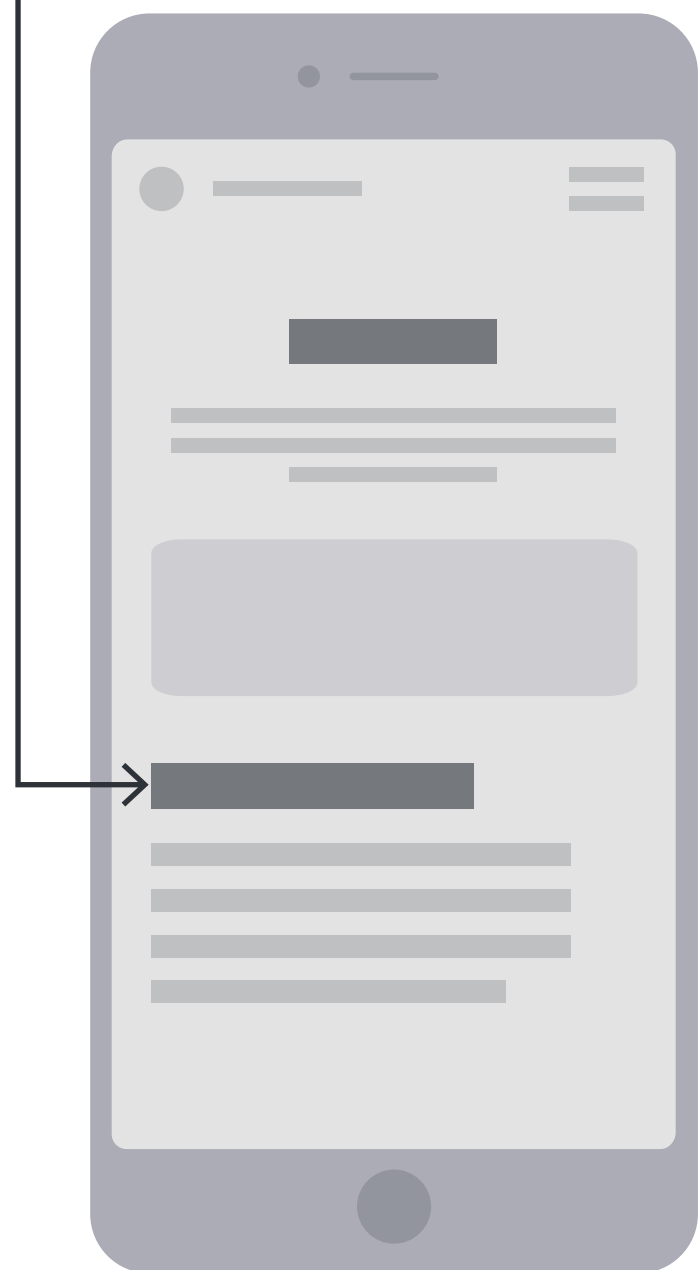
Information about how to format the claim number, and which claims you can find the adjuster for online.

Form Fields:

*Claim Number*

*Claimant Date of Birth*

**CTA: FIND YOUR CLAIMS ADJUSTER**



## SEARCH RESULTS

Information about what hours the claims adjuster would be available, and what they can help resolve.

Search result contains name, email address, and phone number.



## FOOTER

For users that reach the bottom of the page without finding what they're looking for.

*Contact Information*

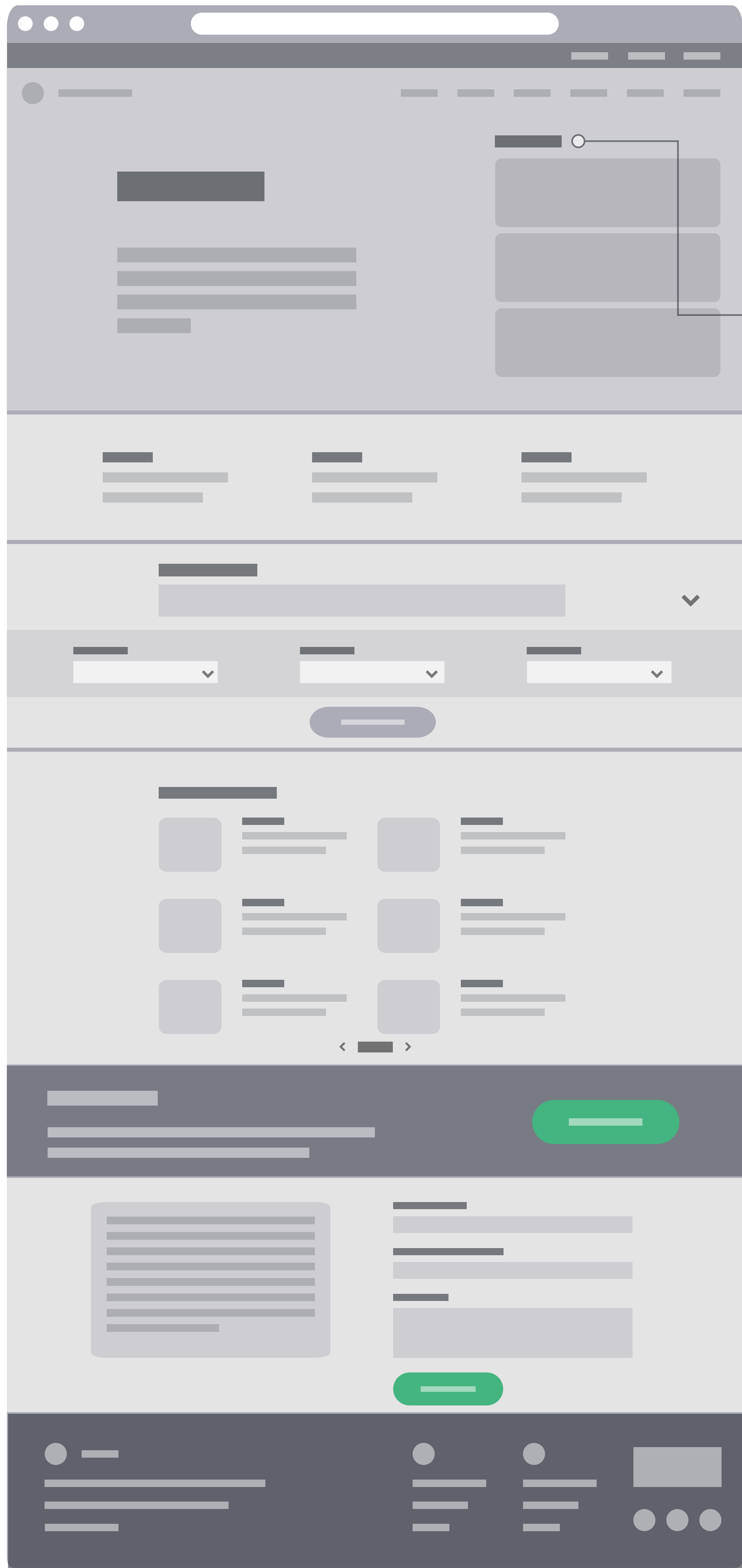
*Policy, Español, Forms*

*Social Media Icons*

*AM Best Rating*



# SAFETY CENTER (DESKTOP)



## INTRODUCTION TO SAFETY CULTURE

Promote a safety culture within your client organizations. Copy describes how Chesapeake Employers is a leader in providing safety resources.

## UPCOMING EVENTS

Show up to three upcoming safety-related events. If there are no upcoming events, this panel will disappear.

## SAFETY CAMPAIGNS

Highlight the most recent or featured safety campaigns, to keep this content timely and relevant.

## FACETED SEARCH/FILTERS

Help users find the exact safety content they are looking for. Using the advanced options, they can sort/filter based on industry, hazard type, or resource type.

Once the user executes the search, general resources (below) will update to show search results.

## GENERAL RESOURCES/SEARCH RESULTS

This section will highlight any featured resources. When there are no featured resources, this section will show the most recent safety resources.

*Tip Sheets*  
*Training Modules*  
*Blog posts*

*Videos*  
*Posters*  
*Events*

## NEWSLETTER SIGNUP

Copy describes the frequency of and contents typically within the newsletter.

*Form Field:*  
*Email Address*

## CTA: KEEP UP TO DATE

## ASK A SAFETY CONSULTANT

Give the user context for what they should expect if they have a safety question for one of the consultants. Copy describes response time and builds trust/expertise.

*Form Fields:*  
*Name*  
*Email*

*Subject*  
*Message*

## CTA: ASK YOUR QUESTION

## FOOTER

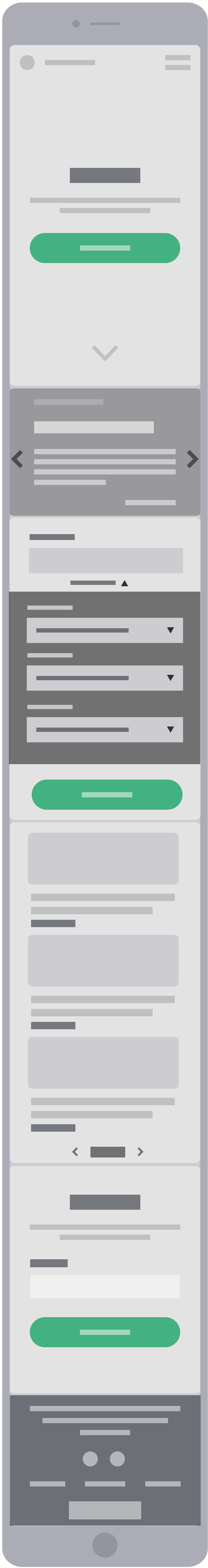
For users that reach the bottom of the page without finding what they're looking for.

*Contact Information*  
*Quick Tools*  
*Policy, Español, Forms*

*Social Media Icons*  
*AM Best Rating*



# SAFETY CENTER (MOBILE)



## INTRODUCTION TO SAFETY CULTURE

Promote a safety culture within your client organizations. Copy describes how Chesapeake Employers is a leader in providing safety resources.

## UPCOMING EVENT/SAFETY CAMPAIGNS

Show the next safety event (if available) and recent safety campaigns.

## FACETED SEARCH/FILTERS

Help users find the exact safety content they are looking for. Using the advanced options, they can sort/filter based on industry, hazard type, or resource type.

Form Fields:  
*Search Terms*  
*Topic*  
*Industry*  
*Content Type*

**APPLY**

## GENERAL RESOURCES/SEARCH RESULTS

This section will highlight any featured resources. When there are no featured resources, this section will show the most recent safety resources.

*Tip Sheets*                      *Videos*  
*Training Modules*          *Posters*  
*Blog posts*                      *Events*

## NEWSLETTER SIGNUP

Copy describes the frequency of and contents typically within the newsletter.

Form Field:  
*Email Address*

**CTA: KEEP UP TO DATE**

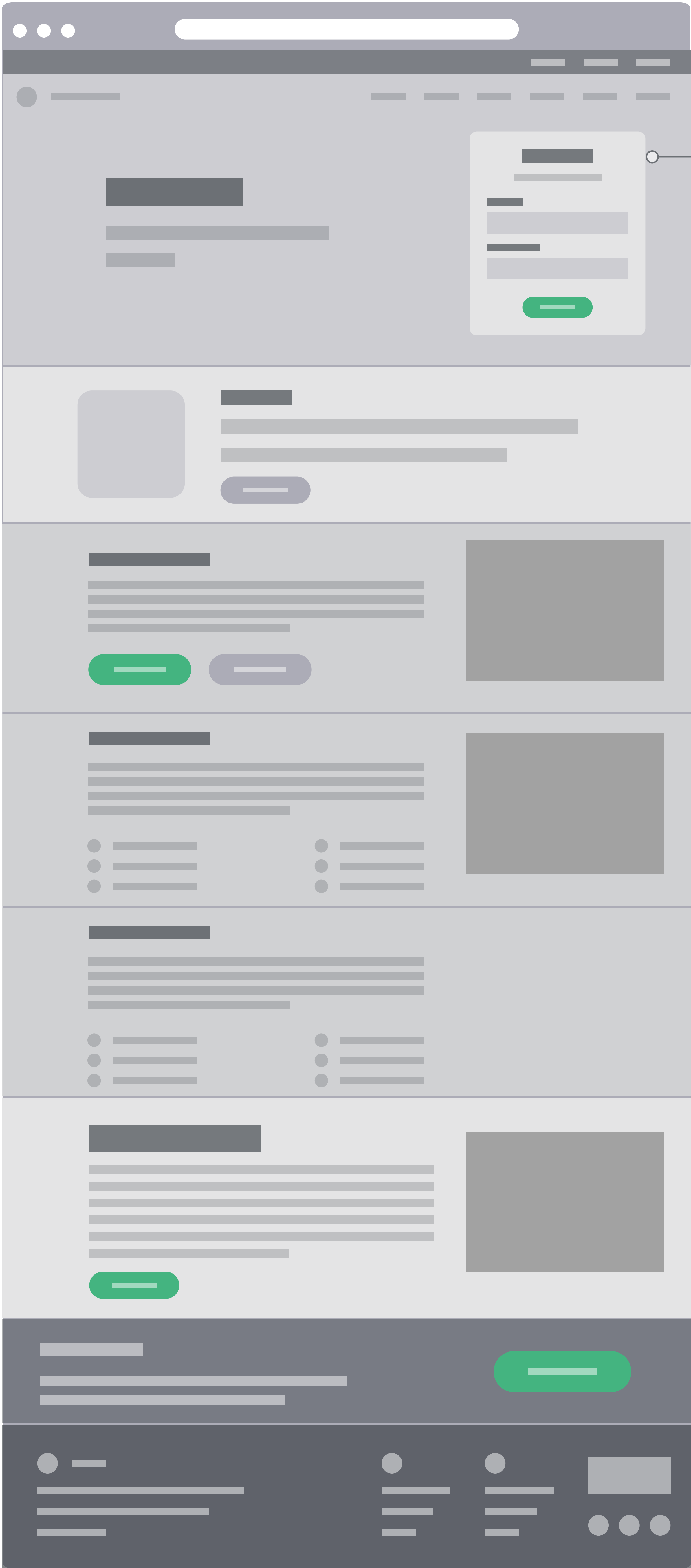
## FOOTER

For users that reach the bottom of the page without finding what they're looking for.

*Contact Information*          *Social Media Icons*  
*Policy, Español, Forms*      *AM Best Rating*



# STATE OF MD - IWIF



## INTRO TO IWIF

Provide a high level overview of how Chesapeake Employers helps state agencies.

## LOG IN

Brief information about what content lives behind the login.

Form Fields:  
*User Name*  
*Password*

**CTA: LOG IN**

## FEATURED ANNOUNCEMENT

Highlight featured or most recent announcement relevant to state agency employees.

**CTA: LEARN MORE**

## SERMA CONFERENCE (PRE-EVENT)

Before the conference, provide an overview of the annual SERMA conference with a link to the entire conference agenda and nominate people for awards. Right-side panel includes date, time, location, and a link to the registration form.

## SERMA CONFERENCE (POST-EVENT)

After the conference, provide an overview of the annual SERMA conference with links to the presentations that are available.

## SAFETY SERVICES

Highlight the specific safety services IWIF provides state agencies.

Example: **Program Development** – *We provide sample policies and procedures to assist in the development of a sound risk management program.*

## CLAIMS AND LEGAL EXPERTISE

Highlight the specialists on staff that handle claims and legal matters. Mention their certifications and continuous education.

**CTA: THE CLAIMS PROCESS**

## SERMA NEWSLETTER SIGNUP

Copy describes the frequency of and contents typically within the SERMA newsletter.

Form Field:  
*Email Address*

**CTA: KEEP UP TO DATE**

## FOOTER

For users that reach the bottom of the page without finding what they're looking for.

*Contact Information*      *Social Media Icons*  
*Quick Tools*              *AM Best Rating*  
*Policy, Español, Forms*





# STATE OF MD - IWIF (MOBILE)



## INTRO TO IWIF

Provide a high level overview of how Chesapeake Employers helps state agencies.

## FEATURED ANNOUNCEMENT

Highlight featured or most recent announcement relevant to state agency employees.

## SERMA CONFERENCE (PRE-EVENT)

Before the conference, provide an overview of the annual SERMA conference with a link to the entire conference agenda and nominate people for awards. Right-side panel includes date, time, location, and a link to the registration form.

## SERMA CONFERENCE (POST-EVENT)

After the conference, provide an overview of the annual SERMA conference with links to the presentations that are available.

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Highlight the specific safety services IWIF provides state agencies.  
Example: **Program Development** – We provide sample policies and procedures to assist in the development of a sound risk management program.

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## CTA: THE CLAIMS PROCESS

## SERMA NEWSLETTER SIGNUP

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Form Field:  
Email Address

## CTA: KEEP UP TO DATE

## FOOTER

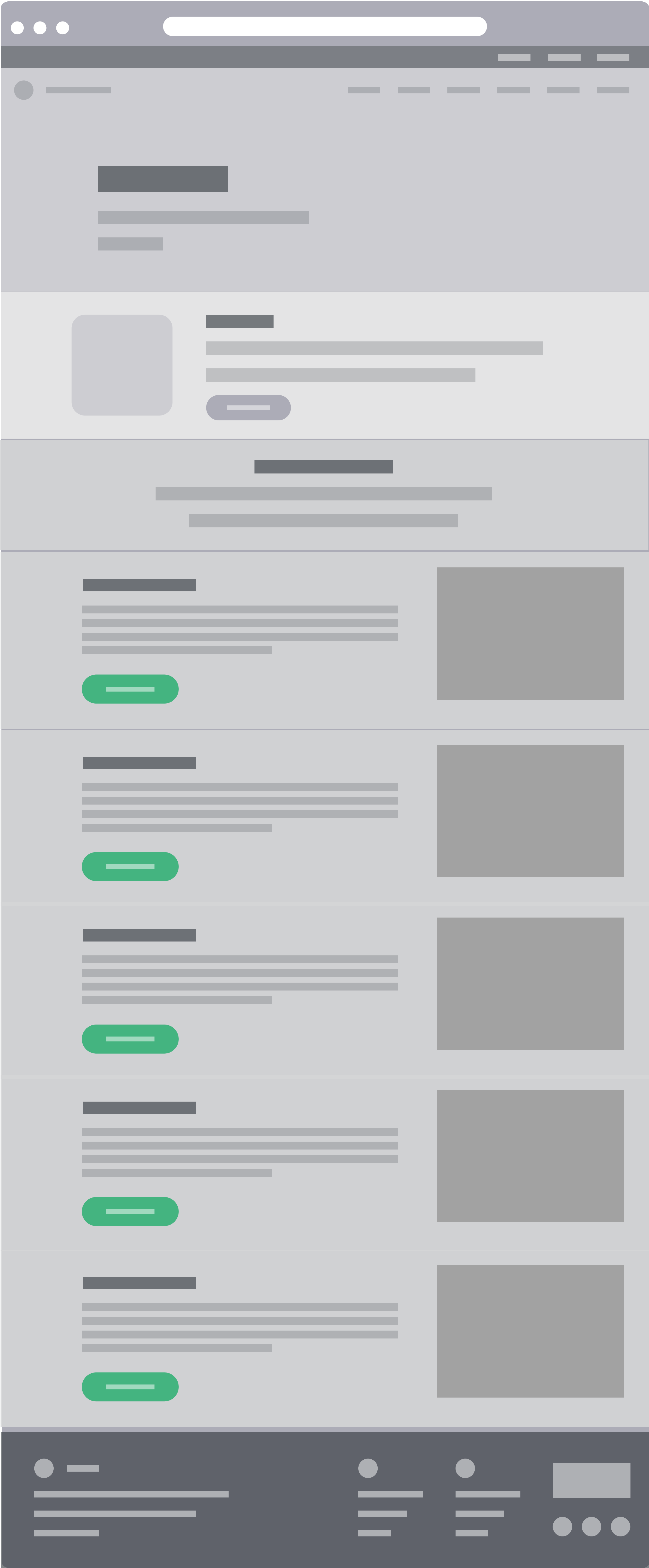
For users that reach the bottom of the page without finding what they're looking for.

Contact Information      Social Media Icons  
Policy, Español, Forms      AM Best Rating





# CLAIMS



## INTRO TO CLAIMS

Provide a high level overview of how Chesapeake Employers helps policyholders and their employees manage claims.

## FEATURED ANNOUNCEMENT

Highlight featured or most recent claims announcement to ensure timeliness and relevance.

**CTA: LEARN MORE**

## THE CLAIMS PROCESS

Introduce the claims process to users, highlighting important services and walking them through the steps below to ensure they know what to expect when filing their own.

## REPORTING AN INJURY

Provide a brief overview of the process of reporting an injury. Highlight the importance of timely reporting.

## GETTING MEDICAL ATTENTION

Provide a brief overview of the process of getting medical attention.

## FOLLOWUP & TREATMENT

Provide a brief overview of the process for continued treatment and followup claims processing. Highlight the three point contact.

## RETURN TO WORK

Provide a brief overview of the process for returning to work. Highlight the importance of both a proactive and reactive approach.

## FIGHTING FRAUD

Provide a brief overview of fraud protection services. Mention the different types of fraud that can be committed.

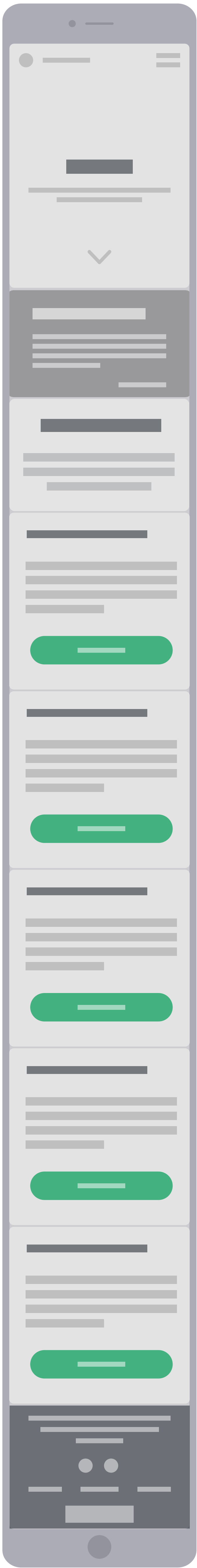
## FOOTER

For users that reach the bottom of the page without finding what they're looking for.

Contact Information  
Quick Tools  
Policy, Español, Forms

Social Media Icons  
AM Best Rating

# CLAIMS (MOBILE)



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## FOOTER

For users that reach the bottom of the page without finding what they're looking for.

Contact Information  
Policy, Español, Forms

Social Media Icons  
AM Best Rating



# AGENTS



## INTRO FOR AGENTS

High level overview of how Chesapeake Employers works with agent partners.

**CTA: BECOME AN AGENT PARTNER**

**CTA: FIND AN AGENT**

## LOG IN

Brief information about what content lives behind the login.

Form Fields:

*User Name*

*Password*

**CTA: LOG IN**

## SELLING POLICIES WITH CHESAPEAKE EMPLOYERS

Provide newer agents the information they need to begin quoting with Chesapeake Employers.

## AGENTS ONLINE BENEFITS

List the online benefits available for agents when working with Chesapeake Employers.

Quoting and Renewals

Loss Runs

Certificates of Insurance

Payments

First Reports of Injury

**CTA: VIEW ALL BENEFITS & SERVICES**

## FEATURED ANNOUNCEMENTS

Highlight featured and most recent agent resources to ensure timeliness and relevance.

*Safety Resources*

*Claims Resources*

*Events*

*Legislative Updates*

*Blog Posts*

*Videos*

## AGENT NEWSLETTER SIGNUP

Copy describes the frequency of and contents typically within the agent's newsletter.

Form Field:

*Email Address*

**CTA: KEEP UP TO DATE**

## FOOTER

For users that reach the bottom of the page without finding what they're looking for.

*Contact Information*

*Quick Tools*

*Policy, Español, Forms*

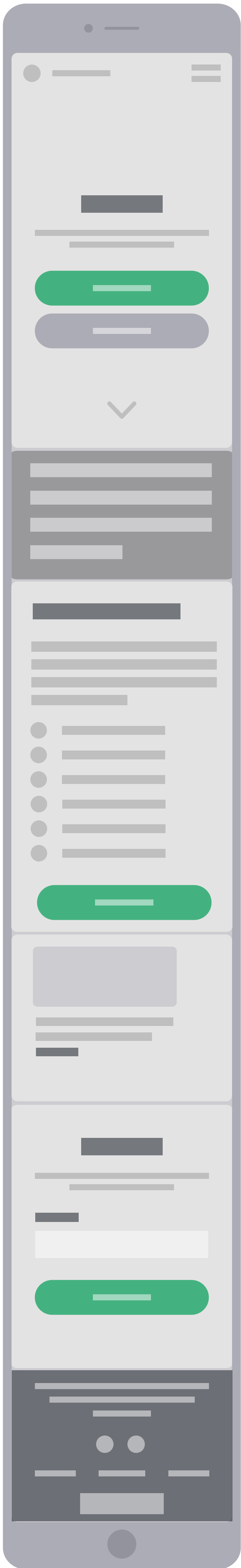
*Social Media Icons*

*AM Best Rating*





# AGENTS (MOBILE)



## INTRO FOR AGENTS

High level overview of how Chesapeake Employers works with agent partners.

**CTA: BECOME AN AGENT PARTNER**

**CTA: FIND AN AGENT**

## SELLING POLICIES WITH CHESAPEAKE EMPLOYERS

Provide newer agents the information they need to begin quoting with Chesapeake Employers.

## AGENTS ONLINE BENEFITS

List the online benefits available for agents when working with Chesapeake Employers.

Quoting and Renewals

Loss Runs

Certificates of Insurance

Payments

First Reports of Injury

**CTA: VIEW ALL BENEFITS & SERVICES**

## FEATURED ANNOUNCEMENTS

Highlight featured and most recent agent resources to ensure timeliness and relevance. Because of limited space on mobile, we show fewer announcements to conserve space.

*Safety Resources*

*Claims Resources*

*Events*

*Legislative Updates*

*Blog Posts*

*Videos*

## AGENT NEWSLETTER SIGNUP

Copy describes the frequency of and contents typically within the agent newsletter.

Form Field:

*Email Address*

**CTA: KEEP UP TO DATE**

## FOOTER

For users that reach the bottom of the page without finding what they're looking for.

*Contact Information*

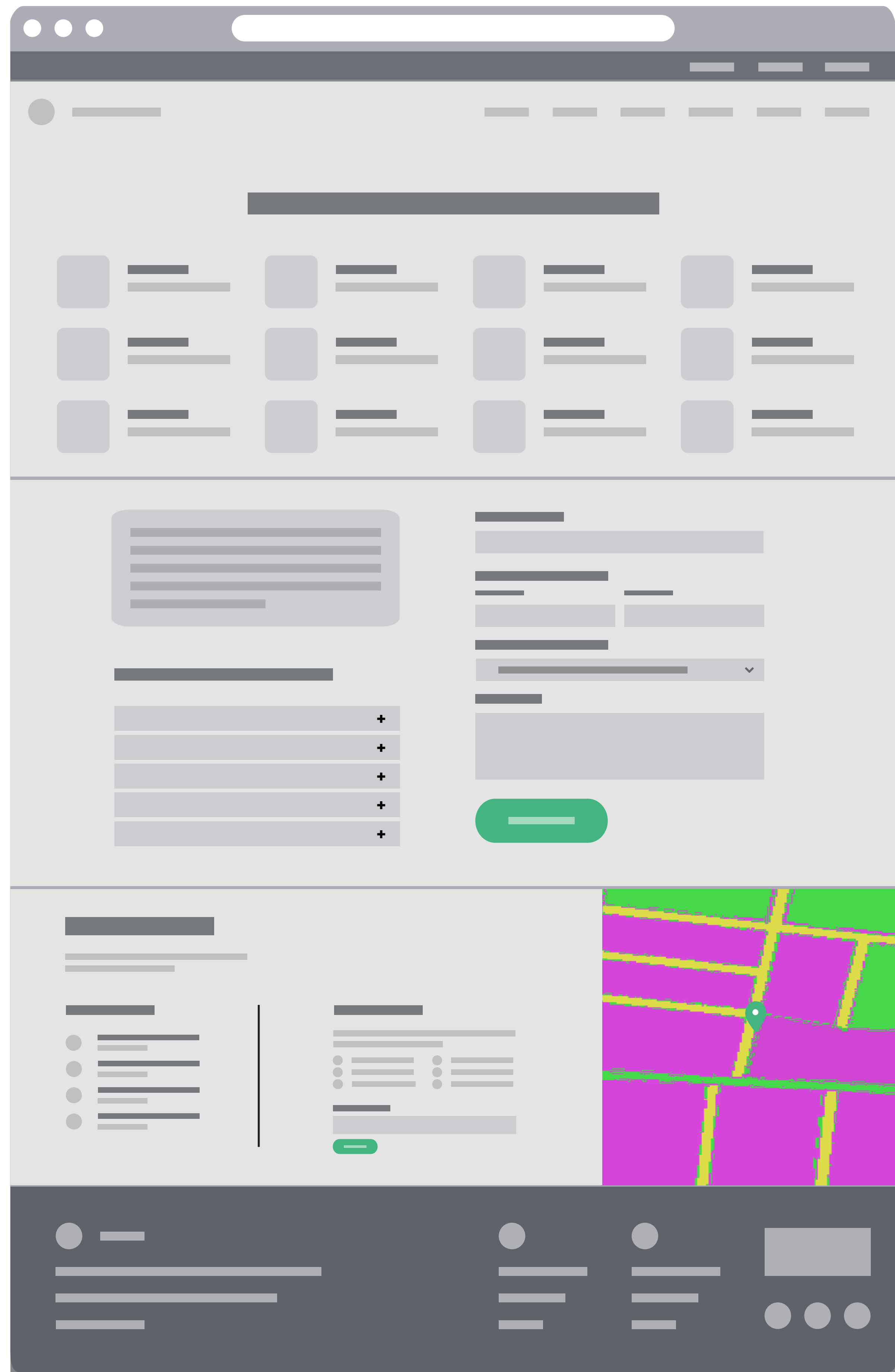
*Policy, Español, Forms*

*Social Media Icons*

*AM Best Rating*



# CONTACT US



## HOW CAN WE HELP YOU?

By allowing users to select the reason for their contacting Chesapeake Employers before submitting the contact form, we can forward the message to the correct resource, lowering reponse time.

*Claims  
Policies  
Medical Billing  
Payment  
Fraud*

*Account Management  
Media Inquiries  
Employment  
Workplace Safety  
Other*

## CONTACT FORM

Left-side panel contains more information about what to expect from using this contact form.

Frequently asked questions are shown here to reduce call volume and contact form submissions.

*Name  
Contact Info  
(select phone or email)*

*Topic (pre-filled)  
Message*

## CTA: ASK YOUR QUESTION

## CONTACT INFORMATION

Top of panel: address

Left-side panel: four relevant customer-facing phone numbers

Middle panel: reasons policyholders/agents might visit the office and a link to driving directions

Right panel: map of the area, with a marker where Chesapeake Employers is located

## FOOTER

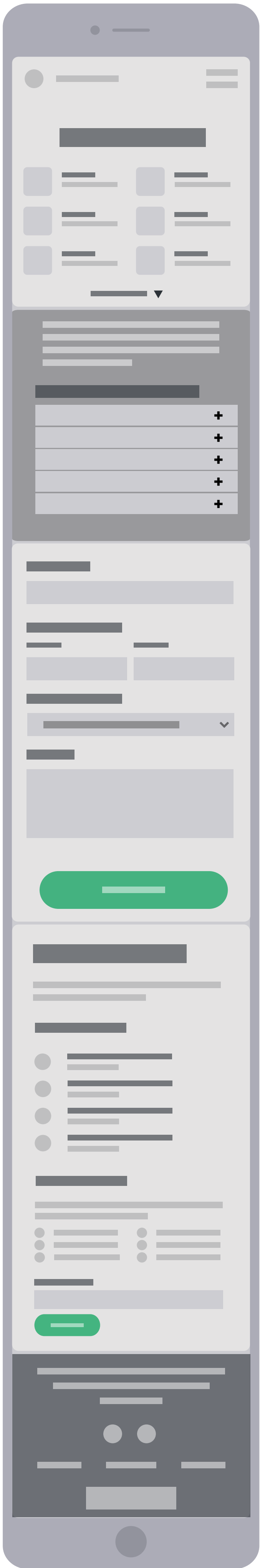
For users that reach the bottom of the page without finding what they're looking for.

*Contact Information  
Quick Tools  
Policy, Español, Forms*

*Social Media Icons  
AM Best Rating*



# CONTACT US (MOBILE)



## HOW CAN WE HELP YOU?

By allowing users to select the reason for their contacting Chesapeake Employers before submitting the contact form, we can forward the message to the correct resource, lowering reponse time. Prioritize the most important inquiry types to save space. Users will be able to click to view entire list.

*Claims*  
*Policies*  
*Medical Billing*  
*See All*

*Fraud*  
*Account Management*  
*Workplace Safety*

## ADDITIONAL INFORMATION

Copy describes more information about what to expect from using this contact form.

Frequently asked questions are shown here to reduce call volume and contact form submissions.

## CONTACT FORM

Form Fields:

*Name*  
*Contact Info*  
*(select phone or email)*

*Topic (pre-filled)*  
*Message*

**CTA: ASK YOUR QUESTION**

## CONTACT INFORMATION

Contents (in order):

Address  
Four relevant customer-facing phone numbers  
Reasons policyholders/agents might visit the office and a link to driving directions

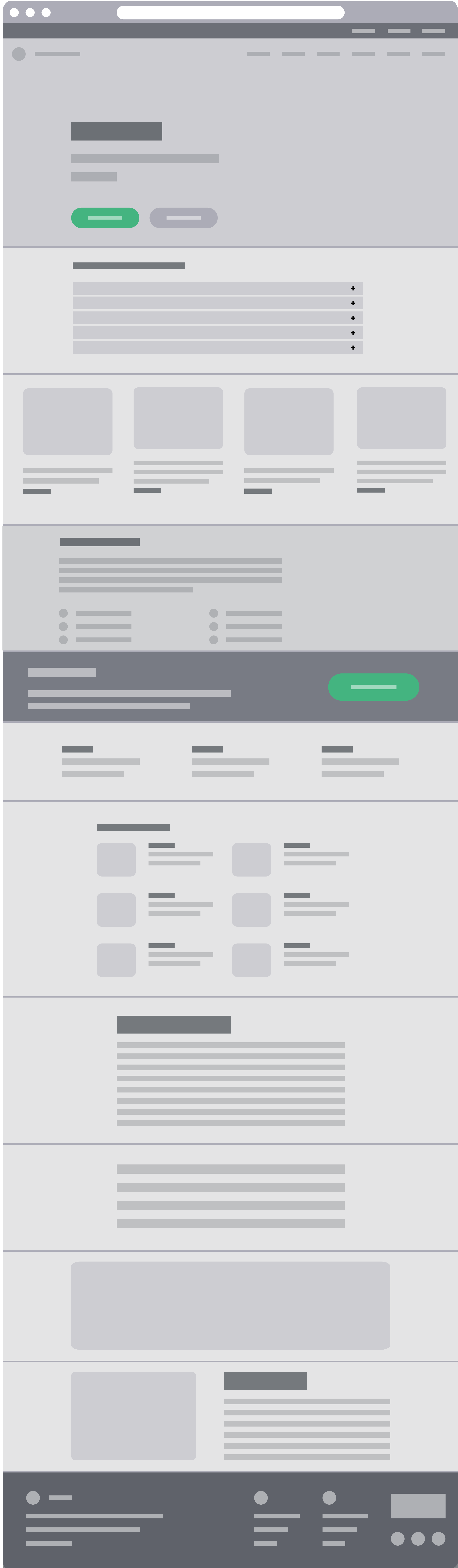
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*Contact Information*  
*Policy, Español, Forms*

*Social Media Icons*  
*AM Best Rating*





## PAGE TITLE & INTRODUCTION

Each page must have a clear title, and a brief over-view of the content that lives within that page to allow users to determine if the content is relevant.

Primary and secondary calls to action can be added to direct users to the next step in a process.

## ACCORDION

Accordions use progressive disclosure to help users sort through a variety of information to find exactly what they are looking for. This approach is good for Frequently Asked Questions and Forms.

## RELATED RESOURCES

Highlight related resources near the bottom of pages to direct users to additional content once they've finished with the current page.

*Safety Resources*  
*Claims Resources*  
*Events*

*Legislative Updates*  
*Blog Posts*  
*Videos*

## ICONS/BULLETED LIST

Content that can be listed out in bullet points or with icons is more scannable than paragraphs.

## NEWSLETTER SIGNUP

Copy describes the frequency of and contents typically within the newsletter.

*Form Field:*  
*Email Address*

## CTA: KEEP UP TO DATE

## FEATURED CONTENT

Highlight selected content that is relevant to the tasks users will complete on this page.

## LIST WITH DETAILS

For lists with multiple headings and descriptions for each. This approach is good for listing services and benefits, listing large groups of resources, and displaying leadership.

## BODY TEXT

For longer paragraphs, and text that cannot be broken up into more scannable chunks.

## CALLOUT

For any important text that needs to be more prominent, a callout can draw user attention to increase likelihood that they read this content.

## LARGE IMAGE

A large, powerful image be used to break up copy and provide a more visual experience.

## IMAGE & TEXT

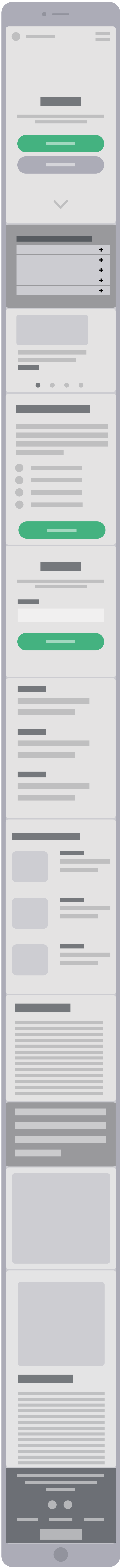
Use image and succinct text side-by-side when relevant imagery can drive home a point.

## FOOTER

For users that reach the bottom of the page without finding what they're looking for.

*Contact Information*  
*Quick Tools*  
*Policy, Español, Forms*

*Social Media Icons*  
*AM Best Rating*



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*Safety Resources*      *Legislative Updates*  
*Claims Resources*      *Blog Posts*  
*Events*                      *Videos*

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*Contact Information*      *Social Media Icons*  
*Policy, Español, Forms*      *AM Best Rating*