



Backstory Insurance Introduces a New Era of Expertise and Innovation in Risk Management for the Medical Industry

Backstory Insurance Group is proud to become a member of Medical Alley and announces its official launch as a commercial and private-client insurance brokerage located Downtown Minneapolis, Minnesota.



With a steadfast commitment to safeguarding businesses and individuals in an ever-evolving world, Backstory Insurance brings a disciplined approach and cutting-edge solutions tailored for each client.

"At Backstory, we prioritize people, relationships, and results," said Kyle Veenis, Director of Business Development at Backstory Insurance. "We believe every business has a unique story to tell, and it's our privilege to be a part of that story. We have direct access to new programs and offer fresh ideas on meeting the challenges medical companies face today."

"My unique position is built on over 11 years of medical experience in oncology genetics, women's reproductive health, cell cycle proliferation monitoring in Urology, and sterile biologic solutions for oral surgery. This diverse background gives me a comprehensive understanding of the various challenges that medical companies encounter."

"As a medical technology company, you face distinct challenges with each product and service you offer. Consequently, there is no one-size-fits-all insurance solution that adequately covers all aspects of the life sciences field. To ensure your business is fully protected, it's essential to customize your standard policies to meet your specific needs. While basic general liability or errors and omissions insurance provides foundational protection, it's vital to identify and address any coverage gaps, especially given the complex nature of the industry. Tailoring your insurance coverage is key to safeguarding your business effectively."



Specialized Insurance Solutions for Life Sciences:



1. Risk Management for Core Operations:

- **Property Insurance:** Protects physical assets from damage or loss.
- **International Insurance:** Facilitates coverage for business activities around the world.
- **Clinical Trials Insurance:** Provides coverage for the specific risks associated with conducting clinical trials.
- **Business Income Insurance:** Safeguards against loss of income due to business interruptions.
- **Workers' Compensation Insurance:** Ensures coverage for employee injuries or work-related illnesses.
- **Auto Insurance:** Auto accidents and liabilities that arise.

2. Product and Professional Services:

- **Product & General Liability Insurance:** Shields against claims of product-related damage or injury.
- **Errors & Omissions (E&O) Insurance:** Covers liabilities related to professional mistakes or oversights.

3. Executive and Organizational Liabilities:

- **Cyber Liability Insurance:** Offers defense against cyber threats and data breaches.
- **Management and Professional Liability Insurance:** Defends against claims targeting management and professional practices.
- **Employment Practices Liability Insurance:** Covers costs from claims related to employment practices.
- **Crime:** Criminal activities that impact a business.



By choosing Backstory Insurance, you're not just selecting an insurance broker, but a seasoned partner deeply committed to your success. We stand ready to be your trusted ally in your journey towards achieving your goals, providing a boutique experience tailored to your needs.

Backstory Insurance invites medical businesses and individuals alike to navigate the future together. With a mission rooted in supporting your goals, we stand ready to be your trusted partner in risk management.

For more information about our services and to explore how we can assist you, please visit backstoryinsurance.com or contact kyle.veen@backstoryinsurance.com.