

MANAGER SPOTLIGHT

Kudos to a True Claims Education Advocate



Lola Hogan, CPCU, ARM
Vice President Claims
Sequoia Insurance
Company

Lola Hogan has an attitude and approach towards the claims industry that is

truly admired by those who work for her and with her. To say she has a no-nonsense approach would be an understatement. To say she is innovative is just scratching the surface.

Lola started in the insurance industry as a claims adjuster in 1975, not even truly knowing what a claims adjuster was—or did. Being a person who prides herself on doing the right thing and taking care of people, this turned out to be a great fit. She was quick to embrace the claims mantra, “Pay what you owe, owe what you pay, and do it quickly.”

She leveraged her success by seeking out growth and educational opportunities. Rather than hiding from

complex claims, she eagerly volunteered to take them. It was this mindset and work ethic that became the catalyst to her progression into claims management.

After accepting the Vice President of Claims role with Sequoia in 2003, she began assessing the claims processes and did the unthinkable—she questioned the status quo. Gone were the days of filling out forms and completing reports just because they always did it that way. Gone were the days where the senior claims representatives who didn’t want to go into management found themselves in a dead-end career. She values the employee who has become an experienced technician, and finds ways to keep their career rewarding.

Lola views Sequoia as a company that is dedicated to training and education. She identifies employees who exhibit a desire for growth and has them develop a “business plan” for their training needs. This ensures that the employee is truly inspired to learn before even going to a class,

and is fully prepared to implement the training material upon returning back to the office. When speaking about her own claims education, she stated, “Designations are nice, but it is the actual learning of the process that is most beneficial. Training and claims education prevents you from just repeating one year of experience over and over again. Keep learning. Always.”

She also makes it a point to foster an environment that is collegial and collaborative. “You have to have faith in your people,” says Hogan. Even as the VP of claims, she still carries a claims caseload; not just because she enjoys handling the claims, but because it also helps her to stay current and in touch with her employees. There is no second-guessing or Monday-morning quarterbacking in her claims organization. Yes, they learn from their experiences, but she sees the importance of encouraging her employees to be creative and think outside of the box. In Lola’s words, “Don’t be afraid to step out of your cubicle and look around sometimes.”