

Key Messages



OUR MESSAGE

Nursing is your life's work. You deserve to be protected.

You've spent years learning your profession, helping people when they need it most, at the most vulnerable moments of their lives. Now it's time to make sure you're protected.

OUR PROMISE

You're there for them. NSO is here for you.

Just like you're always there for your patients, NSO is always here for you. We provide affordable coverage no matter your specialty, along with the kind of one-to-one service and thought leadership you need to stay on top of your game.

Key Messages



ATTRIBUTES

WE PROTECT

You need coverage that places your needs first. Professional liability insurance through NSO gives you peace of mind no matter what type of nursing you do. And because we make sure we keep our rates affordable, nobody needs to go without protection.

WE SIMPLIFY THE PROCESS

NSO makes the entire online quote and renewal process as simple and painless as we can. And if anyone knows anything about helping to minimize pain, it's nurses.

WE PROVIDE INSIGHT

Nursing professionals like you encounter liability risks in your practice on a daily basis, which is why it's important for you to identify and manage those risks. Our education resources are updated regularly and can help you familiarize yourself with potential vulnerabilities to your career and livelihood—all while improving patient outcomes.

Features & Benefits

LOW-COST, COMPREHENSIVE PROFESSIONAL LIABILITY PLANS.

Every nurse can have the coverage they need to protect a lifetime of work.



EXPERTISE WHERE YOU NEED IT

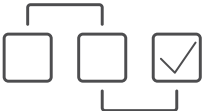
The NSO Nurses Advisory Board has the best and brightest minds in nursing make sure NSO delivers the most relevant products, services and learning opportunities.



How NSO helps nurses stay at the top of their game

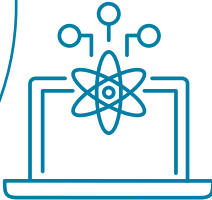
EASY ONLINE QUOTE PROCESS.

Getting covered doesn't mean getting complicated. After all, nursing is complicated enough.



LEARNING AT YOUR FINGERTIPS

The healthcare scene is always changing. NSO nurses and experts have authored hundreds of articles, newsletters and videos on key nursing topics. It's easy stay on top of it all.



STRENGTH IN NUMBERS

More than 550,000 nursing professionals insured, the largest in the U.S.

Our Voice

STYLE AND TONE

CLEAR & CONCISE

NSO speaks using straightforward, declarative sentences with minimal fluff and flourish. Nurses don't have a lot of time chit chat.

HONEST

Nurses see it all every day, so they can certainly see through marketing half-truths. We won't do it.

CONFIDENT

As the nation's largest provider of professional liability insurance coverage for nurses, we speak with confidence—because we've earned it. Just ask more than half a million nurses across the country.

A TOUCH WITTY

Nurses have earned an occasional smile or two—in the right time and place, of course.

VOICE: WHAT IT IS AND ISN'T

What it is: Positive, engaging, optimistic, inspiring

What it's not: Cold, calculated, impersonal, dull

What it is: Confident, direct, experienced, informed, clear

What it's not: Arrogant, quick to assume, overly verbose

What it is: Authentic, open, honest, genuine, flexible, human

What it's not: Rigid, overly structured, mechanical