

# Industry Custom Pricing—The Polling Process

## What is Industry Custom Pricing (ICP)?

ICP is an optional program that empowers industries to customize various features of their pricing program, giving them greater control over the premiums they pay.

Premium adjustments in ICP are more reflective of an individual employer's experience, which creates greater accountability and promotes injury prevention and disability management.

## How does an industry choose to participate in ICP?

In order for an industry to participate in ICP, employers representing greater than 50% of the total assessable earnings in the industry must vote in favour of joining ICP. With a majority vote, all employers in the industry participate in ICP regardless of how they voted individually. Any change in an industry's pricing program will be implemented in the next available rate year.

If 50% or less vote in favour of joining, the ICP program will not be implemented. The industry will remain in the standard pricing program.

## If an industry votes in favour of ICP, how long does the program remain in effect?

An industry must remain in the program for a minimum of three years. A minimum participation period reflects the balance between stable, non-transitory pricing programs while allowing WCB to be responsive and flexible to changing employer perspectives. The normal participation period is five years—but it may be shortened to three or four years if employers in the industry demonstrate an interest in early re-polling.

## Can an industry change options or opt out of ICP?

In order to change ICP options or opt out of ICP, employers representing greater than 50% of the industry must vote in favour of the proposed change. If employers representing

50% or less of the industry vote in favour, or there are not enough votes submitted, the industry will return to standard pricing. Any change in an industry's pricing program will be implemented in the next available rate year.

## What triggers an industry to be re-pollled?

Industries enrolled in ICP will be automatically re-pollled every five years (after its latest polling or re-polling) to confirm that the majority of the industry wants to stay in ICP with the existing features of their program. In order to continue in ICP, employers representing greater than 50% of the industry must vote in favour otherwise the industry returns to standard pricing.

An industry may be re-pollled early (after the third or fourth years of its most recent vote on ICP) if there is sufficient evidence that the industry would like to change its ICP program or opt out of ICP. Examples of sufficient evidence include:

- an association representing a significant portion of the industry requests a re-polling through their Board of Directors,
- employers representing 20% (or more) of the industry's assessable earnings requesting a re-polling.

If the industry is re-pollled and selects to opt out or change to another version of ICP, the program change will be implemented the next available rate year.

## How do I get more information about ICP?

For detailed information about the program, available options and the polling process — or if your industry is not currently in the ICP pricing program but is interested in exploring this option — visit our [website](#) or contact our Underwriting team by email at [icp@wcb.ab.ca](mailto:icp@wcb.ab.ca) for guidance on the process and benefits.

