



Flexible Insurance for the On-Demand Workforce

The workforce is changing and as a result, so are we. Approximately 57 million Americans do some type of work in the gig economy¹ which refers to temporary short-term jobs, freelancers and independent contractors.

Why does this matter? The On-Demand business model does not provide the benefits and protections that come with traditional full-time employment. That's where Great American comes in.

Great American has developed flexible, innovative products to help meet the insurance needs of this growing workforce.

For gig platform companies, offering flexible coverage options can help retain good talent and add an additional layer of protection for your independent contractors.

Why choose Great American?

- 20 years of Occupational Accident expertise
- Exceptional financial strength ("A+")²
- Dedicated in-house claims
- Alternative Risk Solutions
- Flexible, customized coverage options

Contact Us to Learn More

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Great American
Insurance Company

110+ years
with an **A** or better
rating by
AM Best

1. Gig Economy and Alternative Work Arrangements study, Gallup, August 2018.

2. Great American Insurance Company is rated "A+" (Superior) by the AM Best Company and has received a rating of "A" (Excellent) or higher for more than 110 years (rating affirmed December 3, 2021).

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Over one-third of US workers (36%) participate in the gig economy, either through their primary or secondary jobs.¹

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Construction
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Technology Platforms
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and many more...

Coverages Offered

Occupational Accident
Contingent Liability
Workers' Compensation
Auto Physical Damage



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