

Welcome to our new newsletter. In each issue of The Edge, we will bring you current information about learning solutions that will help you sharpen your technical knowledge and hone your skills so you can deliver real, measurable business results.

The Institutes are particularly excited about the new AIC—Personal Auto Track and the new exam driver. After you enjoy this newsletter, please visit our Web site for complete information on all of this and more.

Sincerely, Peter L. Miller, CPCU, President & CEO

Please update your e-mail and login information at www.TheInstitutes.org.

Ethics Requirement Reminder

The Institutes now require the completion of the free online Ethical Guidelines for Insurance Professionals (Ethics 311) to earn any Institutes designation. Successfully completing Ethics 312—Ethics and the CPCU Code of Professional Conduct (part of the CPCU program's ethics requirement) will also satisfy this new requirement for other Institutes designations.

Since their releases in the last 12 months, more than 18,000 insurance professionals have completed Ethics 311 or 312. Ethical behavior is crucial to preserving not only the trust on which insurance transactions are based, but also the public's trust in the insurance industry as a whole.

Announcing the New AIC—Personal Auto Track

The Institutes have developed the new Associate in Claims (AIC)—Personal Auto Track to help insurance professionals learn how to efficiently and effectively navigate the ever changing landscape of auto liability claims throughout the entire loss adjustment process. This track will improve employee effectiveness, enhance the ability to handle coverage disputes, help mitigate costly lawsuits, and reduce time and costs associated with personal auto claims.

To earn the AIC designation following the Personal Auto Track, you must complete these courses:

- INS 21—Property and Liability Insurance Principles
- AIC 33—Claim Handling Principles and Practices
- AIC 38—Personal Auto Insurance and the Management of Bodily Injury Claims
- AIC 39—Auto Liability Claims Practices
(See New Courses: AIC 38 and 39 section for more details.)
- Ethics 311—Ethical Guidelines for Insurance Professionals OR Ethics 312—Ethics and the CPCU Code of Professional Conduct

For more information, visit www.TheInstitutes.org/AIC.

The Institutes in the News

The Insurance Research Council (IRC), a division of The Institutes, finds no-fault claim costs are far higher in the New York City area than in the rest of the state. The IRC also finds evidence of abuse in a growing percentage of Florida no-fault insurance claims.

Visit www.ircweb.org for more information and to purchase these reports.

Highlights In This Issue

- Ethics requirement reminder
- Announcing the new AIC—Personal Auto Track
- New exam driver
- Designee spotlight: Chris Murphy
- Continuing education from our new business unit, CEU.com
- Upcoming events
- Study tips

Upcoming Events

Join The Institutes at these upcoming events:

- PLRB Claims Conference, April 3-6, Nashville, TN
- CPCU Leadership Summit, April 14-16, Miami, FL
- NetVU, April 28-30, Orlando, FL
- National Flood Conference, May 1-4, New Orleans, LA
- RIMS, May 1-5, Vancouver, British Columbia
- Claims Education Conference, May 10-13, Ft. Lauderdale, FL
- ACORD/LOMA, May 22-24, San Diego, CA
- SITE, June 25-29, Austin, TX
- IMCA, June 26-29, Toronto, Ontario

"Completion of the AIC—Personal Auto Track will benefit the public, the insurer and the claims person. This education will help the student provide more effective and efficient claim resolution. Better claim handling improves customer satisfaction, customer retention, and the insurer's bottom line."

— Donna J. Popow, JD, CPCU, AIC
Senior Director of Knowledge Resources and
Ethics Counsel—The Institutes



The Edge

News to Sharpen Your Knowledge and Hone Your Skills

Why earn the Associate in Claims (AIC) designation?

- More than 70 percent of AIC designees attribute completing the program with fast-tracking their career progression.
- More than 70 percent of program completers received a promotion within two years of earning the designation.
- About 73 percent of AIC designees believe completing the program helped them prepare for their current job responsibilities.
- More than 75 percent of program completers said earning the designation helped them prepare for their long-term career goals.

Learn more at www.TheInstitutes.org/AIC.

"I needed to be the best. The knowledge and skills I learned [in the AIC program] helped me handle claims in the field, manage claims professionals in the office, and consult for industry organizations in the boardroom."

— **Jim Franz, CPCU, AIC, ARM**
Unit Claims Coordinator
Indiana Farm Bureau Insurance



Online CE from CEU.com, a business unit of The Institutes

Spend more time building your business and earning money and less time away from the office. With the addition of CEU.com to The Institutes' family of professional development products and services, you can earn CE credits quickly and easily from the convenience of your home or office. CEU.com offers more than 50 online CE courses to meet the needs of insurance agents, brokers, and adjusters.

Visit CEU.com now. Get courses. Get credit. Get back to work.

New Exam Driver

In response to feedback from our customers, The Institutes are launching improvements to our computer-based examinations. These changes will provide you with a more efficient exam-taking experience. Exams administered beginning April 15, 2011, will feature the following enhancements:

- Exams feature a new, interactive tutorial. We recommend that you review the tutorial thoroughly so you fully understand the new features and functions.
- We have changed the placement of the navigation buttons and changed wording on several buttons to improve exam functionality.
- Now you can highlight important text in any case facts and even highlight text within questions to help you when reviewing questions.
- To make it easier for examinees to review questions they have marked in multiple-choice exams, we have added the ability to 'strike' or 'cross-out' possible responses for a particular question.
- Exams with reference materials now offer multiple ways of viewing the exam. Using new tab navigation, examinees may view only the exam, only the reference materials, or both exam and reference materials at the same time.

We encourage those who are taking exams beginning in the April 15 – June 15, 2011, testing window to download the new exam demo and try it out before exam day.

Visit www.TheInstitutes.org/register/ExamPrep.htm.

Review of CPCU Changes—More Application-Based

With the industry's help, The Institutes have made the CPCU designation even more relevant to today's property-casualty insurance professional. These changes ensure that the CPCU program continues to provide you with practical, technical, property-casualty knowledge that meets your needs. This is a summary of the changes made in the last two years:

- New CPCU 500 Course
- Ethics Requirement Revision
- Examination Changes:
 - CPCU 520—Insurance Operations
 - CPCU 530—Business Law for Insurance Professionals
 - CPCU 540—Finance and Accounting for Insurance Professionals
 - CPCU 555—Personal Risk Management and Property-Casualty Insurance
- CPCU Course Content Updates—As we do with all of our technical content, The Institutes revise courses in the CPCU program in order to remain practical and relevant.
- CPCU Electives
- Experience Requirement

For complete information, visit www.TheInstitutes.org/CPCU

New Courses: AIC 38 and 39

In AIC 38, you will learn to:

- Effectively handle coverage disputes by gaining in-depth personal auto policy knowledge
- Reduce time and costs associated with personal auto claims by improving technical claim handling skills

In AIC 39, you will learn to:

- Improve effectiveness with an understanding of the loss adjustment process
- Help mitigate costly lawsuits by learning to investigate and manage auto liability claims using claims best practices



Designee Spotlight:

Chris Murphy, Senior Engineer
EMC Insurance Companies, Des Moines, Iowa

How long have you worked in the insurance industry and what made you decide to pursue a career in insurance?

I have worked in the insurance industry for nine years, after graduating with a BS in Industrial Engineering. I actually never planned on a career in insurance. When the manufacturing economy became depressed following 9/11, my career search broadened to other types of organizations. I met with another engineer who was doing loss control work for an insurance company, and she told me about the job.

What designations and awards have you earned from The Institutes?

I have earned the AINS, ARM, AU, CPCU, AIM, ARe, AMIM, ACS—Property-Casualty Track, and most recently the AAI designation. I am presently studying for the AIC, which I plan to finish in 2011. I earned the Distinguished Graduate Award for ARM, AU, and AMIM, and an Award for Academic Excellence for AIM.

How have these designations benefited your career?

The Institutes' programs have broadened my perspective. With an improved understanding of underwriting, risk management, claims, and everything in between, I am able to provide better service to our commercial policyholders, agents/brokers, and internal customers. The programs offered by The Institutes gave me the technical competence I needed to do my job more effectively.

What advice could you give someone who is new to the industry regarding the importance of professional development?

My advice would be to start on any one of the programs offered by The Institutes, whether that is the AINS program to get a broad overview of the industry in general, or an associate program in your area of employment. If you can, find one or more co-workers to study the course with you, or attend a public class. Always keep the end in mind, and never forget that what you learn today will not only provide immediate benefit, but will also follow you through your entire career.

Is there anything else you would like to share?

If you haven't already, join The Institutes' group on Facebook! In addition to receiving timely news about Institutes' programs and other issues relevant to the insurance industry, you will find a support system of students there to answer your questions and congratulate you on your progress.

Focus on Ethics

Donna J. Popow, JD, CPCU, AIC, senior director of knowledge resources and ethics council for The Institutes, has developed an ethics game to help insurance professionals gain practical experience in dealing with ethical dilemmas. The two-hour presentation consists of a 30-minute presentation on ethical principles followed by a one hour and 30-minute interactive game where participants assume the role of decision-maker or stakeholder.

The purpose of the game is to point out potential ethical dilemmas and to help people identify all of the stakeholders involved. The ethics game has been approved for continuing education (CE) credits.

Donna will be presenting the ethics game at the following conferences this year:

- PLRB Claims Conference, April 3-6, Nashville, TN
- Inland Marine Underwriters Association, May 16-18, Chicago, IL
- CPCU Society Annual Meeting and Seminars, October 22-25, Las Vegas, NV

Donna's article titled "Baseline Ethics" was ranked as the most popular article in 2010 on *Claims Advisor's* Web site.

Read the article at www.TheInstitutes.org/articles

The Institutes' Instructor-Led Online Classes

The Institutes offer instructor-led online classes for the CPCU program, the Associate in General Insurance (AINS) program, and the Associate in Claims (AIC) program. Online classes give you the pace and structure of a weekly class, the camaraderie of other students, and the learning assistance of a knowledgeable instructor. For more information, visit The Institutes' Web site.

CPCU 552 Update

To bring you the most relevant and up-to-date content possible, we are updating CPCU 552 study materials. They are now available, and the first exams will be given over the new material starting in the July 15 – September 15, 2011, testing window.

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News to Sharpen Your Knowledge and Hone Your Skills

Study Tips

- Make your own acronyms for list questions (elements of fraud, insurability, etc.).

—**Matt Varca, CPCU, ARe**
Underwriter—Starr Aviation

- Record the key words and definitions on a digital recorder. You can then review them while driving or exercising, etc.

—**Jay McElhaney, AIC, AIM, ARM, AIS, AINS, FCLS**

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Restaurant Risk Management

According to the National Restaurant Association, the restaurant industry generates \$1.7 billion in sales on a typical day. So what does that mean from a restaurant's risk management perspective? Restaurants must understand their strategy and what their strategy means to the risks associated with it.

Read the full article by Christopher Ketcham, PhD, CPCU, CRM, CIC, CFP®, senior director of knowledge resources for The Institutes, at www.TheInstitutes.org/articles

Share your study tips at: publicrelations@TheInstitutes.org | Miss the last issue? Visit www.TheInstitutes.org/Edge