

Industry Advantage: **AN OVERVIEW**



Industry Advantage is a new subscription-based learning program from LIMRA and LOMA. It is intended for broad use across the enterprise and consists of a library of short, industry-specific courses that cover foundational content and trending topics. Learners can complete bite-sized learning for just-in-time needs or complete optional learning paths that compile courses into more in-depth learning experiences.

Content

The initial content library consists of approximately 200 courses in life insurance, annuities, and workplace benefits and will grow over time with regular content releases. The average course length is 15 – 20 minutes. Courses fall into three broad categories:

- **Foundational** — For onboarding and early career development
- **Deeper Dives** — For closer examination of core topics
- **Trending** — Emerging industry topics

Most courses are in LOMA’s “traditional” web-responsive e-learning format, optimized for all devices. Some courses are Q&A-style video. New formats will be introduced over time.

LIMRA and LOMA have prepopulated about a dozen Learning Paths — groups of related courses that impart deeper knowledge on a topic. Examples of Learning Paths are Life Insurance Fundamentals and Annuity Products. Subscribing companies can also use Industry Advantage courses to create custom learning paths.

Delivery

Industry Advantage courses are delivered through each subscribing company’s existing learning management system (LMS), using a third-party technology called Content Controller from Rustici Software. Small proxy files loaded into the subscribing company’s LMS allow associates to search for and launch Industry Advantage courses. Company administrators can run utilization reports (starts, completions, time spent, etc.) on Industry Advantage courses just as they would other courses in their LMS.

Subscription

Industry Advantage is available from LIMRA and LOMA through an annual enterprise subscription. The larger the subscription size in terms of number of learner “seats,” the lower the per-seat price. Discounts apply for subscriptions that cover an entire organization. Companies allocate Industry Advantage seats to specific associates, who have access to the full course library for the duration of the subscription. There are no individual course enrollments or per-course charges.

Support

LIMRA and LOMA assists new Industry Advantage subscribing companies during implementation and throughout the subscription with regular meetings, internal promotional tools, usage reports and industry benchmarking. For more information please contact



Navigate With Confidence