Industry Advantage

Subscriber Newsletter: Q1 2024

Industry Advantage is Growing!

On March 27, we will be adding 17 new courses to the Industry Advantage library, bringing the total number of Industry Advantage courses to 212. An email from IndustryAdvantageSupport@loma.org will have instructions about accessing the proxy files for these new courses. Load them in your LMS the same way you loaded the original library.

We encourage you to make the new courses available to your learners as soon as possible. To help you, we've created an underline editable email template to use when you communicate with them.

Here is a sneak peek at the new courses coming your way:

- Introduction to Profitability
- Introduction to Financial Services Industry
- Credit Rating Agencies and Life Insurers
- Creating a Financial Plan
- Investing Basics
- Using Insurance to Manage Risk
- Non-Core Benefits
- Health Savings Accounts
- Voluntary Insurance
- Disability Insurance
- Sales and Distribution of Nonmedical Insurance
- Retirement Plan Mergers
- Retirement Plan Freezes and Terminations
- Artificial Intelligence: Past, Present, and Future
- Artificial Intelligence (AI) and Generative AI in the Insurance Industry
- Confronting the Ethical Challenges of Artificial Intelligence
- Artificial Intelligence Governance for Fair and Safe Use

You can see more details in the Course Catalog.

We are also pleased to announce the addition of two new Learning Paths, giving you 15 to choose from:

- Financial Literacy and Wellness
- Artificial Intelligence (AI) Literacy

Spotlight On

Discover why our learners love "Insurance Terminology" – the most popular Industry Advantage course for Q1!

Build confidence in a career in life insurance and annuities by mastering basic terminology used in life insurance policies and annuity contracts and by identifying the participants for each type of product.

Other popular courses this quarter include:
- #2: The Purpose of Annuities
- #3: Introduction to Annuities
- #4: Overview of the New Business Process
- #5: Active Listening Skills

Industry Advantage by the Numbers

- 6,636 courses completed
- 16 subscribing companies
- 4.2 star rating among all courses (avg)
- 25% of courses have 5-star ratings
- 7.27 courses viewed per learner (avg)
- 1,346 course views in the last 30 days
- 1,077 learners

We're Here to Help!

Visit www.loma.org/industryadvantage or contact IndustryAdvantageSupport@loma.org.