

# Industry Advantage



## Subscriber Newsletter: Q3 2024

### New Industry Advantage Courses Coming Soon!

On September 24, LOMA will be adding 13 new Industry Advantage courses, bringing our Industry Advantage library to 225 courses. An email from [IndustryAdvantageSupport@loma.org](mailto: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.

#### The new courses are:

- [Beneficiary and Payee Rights to a Life Insurance Policy's Proceeds](#)
- [Benefits Considerations: Assessment and Planning](#)
- [Benefits Considerations: Selection of Advisors, Benefits, and Providers](#)
- [Cash Flows and Liquidity](#)
- [Designing Insurance Products for Profitability](#)
- [Determining Regulatory Jurisdiction for a Group Contract](#)
- [Enrollment in Group Insurance](#)
- [Expense Management Insurer Profitability](#)
- [Fixed Indexed Annuities](#)
- [Investment Revenue and Insurer Profitability](#)
- [Red Flags for Money Laundering with Insurance Products](#)
- [Third-Party Account Takeover \(ATO\). Fraud in Financial Institutions](#)
- [Why are Insurers' Interest Maintenance Reserves in the News](#)

We're also thrilled to add a **learning path**, now giving you 16 to choose from:

- [How Insurers Make Money](#)

For more details, please refer to the [Course Catalog](#).

In keeping with our continuous improvement mindset, we have some exciting new course enhancements. You will see **more videos, animations, infographics, case studies, and shorter text passages.**

To better understand learner preferences and optimize their experience, we will also test two different versions of "**Designing Insurance Products for Profitability.**" Learners will be served the two versions randomly. There is no extra work for you.

Please make the new courses and learning path available to your learners as soon as possible. We've created an editable [email template](#) to assist with your communication. Thank you for being a valued partner.

### Spotlight On



### Award-winning Industry Advantage

LOMA is pleased to announce that Industry Advantage won the Gold HCM Excellence award for "Best Association Professional Development Program" from Brandon Hall Group.

The 2024 Brandon Hall Group HCM Excellence Awards® showcase exceptional accomplishments in Human Capital Management. The awards recognize organizations that have truly excelled in their HCM strategies, demonstrating a commitment to innovation and employee development.

### Industry Advantage by the Numbers

- 19,977 courses completed
- 92% course completion rate
- 18 subscribing companies
- 4.55 average star rating among all courses on a scale of 1-5
- 85% of courses have 4 or 5-star ratings
- 3,049 course views in the last 30 days
- 1,679 learners

### We're Here to Help!

Visit [www.loma.org/industryadvantage](http://www.loma.org/industryadvantage) or contact [IndustryAdvantageSupport@loma.org](mailto:IndustryAdvantageSupport@loma.org)



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