

FOR IMMEDIATE RELEASE

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Contact: Kara Davis
Phone: (610) 644-2100, ext. 7851
E-mail: davis@cpcuiia.org

Free Ethics Education from the Industry Leader

The Institutes Announce New Ethical Guidelines Learning Module

MALVERN, Pa.— To support and encourage the study and practice of business ethics, The Institutes have developed the free “Ethical Guidelines for Insurance Professionals” learning module. Designed specifically for insurance practitioners, this online learning module outlines an ethical framework. Illustrated with insurance-based case studies, it is a practical and engaging tool for studying ethics, no matter what your job function, level, or years of experience. This unique learning module can be completed in just a matter of hours.

Topics addressed in the learning module include: the difference between ethics and morals, ethics and the law, and the four types of ethical dilemmas and how to examine them in order to reach an informed ethical decision. In addition, participants will get a downloadable step-by-step guide to ethical decision-making to assist in the learning process. It also teaches essential ethical principles and lets participants practice applying them in a series of case studies.

If learners wish to earn valuable and meaningful continuing education (CE) credits (upon completion of a 50-question online exam) to satisfy license renewal requirements, they pay a nominal five-dollar administrative fee paid at registration. As of March 4, 2010, 47 states have approved this learning module for CE credits.

“The insurance industry is relationship driven, and relationships can only occur where there is authentic trust among the stakeholders,” said Elise M. Farnham, CPCU, ARM, AIM, CPIW, president of Illumine Consulting. “The Institutes have taken a leading role in supporting the study and practice of ethical behavior. Facing new challenges every day, insurance professionals know that The Institutes will assist in converting ethical theory into practical business application of ethical principles that can be used to respond to day to day issues.”

March is National Ethics Awareness Month and is a great time to focus on ethical behavior in the workplace. To register for the Ethical Guidelines for Insurance Professionals learning module or for more information, contact Customer Service at (800) 644-2101 or log on to www.aicpcu.org.

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A list of approved states for CE credit is available for download at http://www.aicpcu.org/comet/learning_modules/EthicsCourse_CEAapproval.pdf

About the Institutes

The Institutes are the leader in delivering proven knowledge solutions that drive powerful business results for the risk management and property-casualty insurance industry.

Institute knowledge solutions include the CPCU designation program; associate designation programs in areas such as claims, risk management, underwriting, and reinsurance; introductory and foundation programs; online courses; research; custom solutions; assessment tools, and continuing education (CE) courses for licensed insurance professionals and adjusters through its CEU.com business unit.