

# Do You Know the Rules?

AIRC<sup>™</sup>



# Associate, Insurance Regulatory Compliance® (AIRC™)

Compliance is one of the most critical issues facing life insurers today. LOMA's AIRC™ designation helps you understand the regulatory environment in which your company operates and navigate the complex issues surrounding state and federal regulation of the life insurance industry, life insurance companies, and life products.

***“Join the Leaders in Regulatory Compliance.”***

Learn the rules and gain a better understanding of:

- Compliance concepts, terms, processes, and requirements
- State and federal government regulation of insurance companies and producers
- Financial condition and market conduct examinations
- State filing and approval requirements for life and health insurance products and annuities
- Federal securities laws as they apply to the sale of financial products
- Specific regulations governing individual and group life and health insurance, credit insurance, annuities, and retirement plans





# The AIRC Program consists of six course credits:

## **LOMA 280: Principles of Insurance -or- LOMA 281: Meeting Customer Needs with Insurance and Annuities**

Reviews the fundamentals of the business, giving an up-to-date overview of

- How insurance works
- Policy elements, provisions, and pricing
- Types of life, health, and retirement plan coverages

## **LOMA 290: Insurance Company Operations -or- LOMA 291: Improving the Bottom Line: Insurance Company Operations**

Provides an overview of company formation, structure, functional areas, and how various departments

- Develop, price, and distribute products
- Handle underwriting, policyowner, and claims
- Perform accounting, investment management, and compliance duties
- Work together to enhance the complete customer experience

## **LOMA 311 Business Law for Financial Services Professionals**

Provides an understanding of the legal environment in which international insurance and financial services companies operate, including

- General business law principles including contract law, agency law, and property law
- Legal rights and obligations of financial services companies
- Ways to protect your company

## **LOMA 320: Insurance Marketing -or- LOMA 321: Marketing in Financial Services**

Reviews the various elements involved in selling insurance products, offering a unique perspective on

- Strategic and marketing planning
- Consumer and organizational buyer behavior
- Distribution channel concepts and systems

## **AIRC 411\* Regulatory Environment for Life Insurance**

Explains the compliance function and identifies

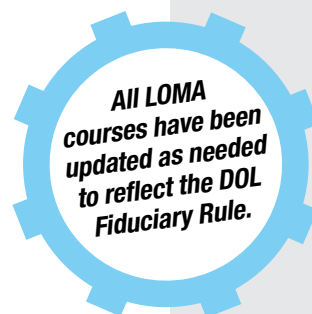
- State regulation of the insurance industry, insurance producers, and insurance company operations
- Regulation of market conduct and insurer insolvency
- Federal regulation of insurance and securities

## **AIRC 421\* Regulation of Life Insurance Products, Sales, and Operations**

Describes how the state and federal governments regulate

- Individual and group life insurance
- Individual and group health insurance and managed care plans
- Annuities and retirement products
- Reinsurance agreements and credit life insurance

*\*A Regulatory Compliance Essentials Certificate is awarded for completion of these two highly interactive courses.*



# Know the Rules...and Succeed!

*"The AIRC is directly related to the work we do in the Insurance Commissioner's office, so I thought this particular designation would be helpful to me in my role as a regulator. Additionally, I believed that the information from the courses would allow me to better understand all the issues facing the members of the insurance industry who I work with every day."*

*David Cooney, FLMI, AIRC  
Insurance Department of Maryland*

*"I think the knowledge gained from the AIRC certainly helped in boosting my overall understanding of the life insurance industry and business; the various products in terms of how they meet customers' needs; each core insurance function and how they operate; and a better understanding of compliance concepts, terms, processes, and regulatory requirements. This knowledge, at both the conceptual and technical level, makes it easier for me to understand, identify and assess some of the challenges and issues that our business is facing, as well as the best practices and recommendations I could make to our colleagues, in particular when I conduct my compliance reviews at various AIA entities in different jurisdictions."*

*Winkie Wing Kun Ngan, FLMI, ACS, AIRC  
The AIA Group*



## For more information

Contact your company's LOMA Educational Representative.  
If you are an independent student,  
contact LOMA's Office  
of the Registrar.

[www.loma.org](http://www.loma.org)  
1-800-ASK-LOMA

