

Industry Advantage



Subscriber Newsletter: Q1 2025



Industry Advantage is Growing

On April 29, 2025, we will be adding **7 new courses** to the Industry Advantage library, bringing the total number of Industry Advantage courses to 232.

- On April 29, expect an email from IndustryAdvantageSupport@loma.org which 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.

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

- **Benefits Considerations: Implementation, Enrollment, and Administration**
- **Benefits Considerations: Ongoing Evaluation and Adjustments**
- **Fee-Based Annuities**
- **In-Plan Annuities**
- **Marketing Fundamentals**
- **Marketing's Role in Understanding the Customer**
- **The Who and the How of Individual Insurance Distribution**

Enhanced Courses Now Available!

We've updated some of our courses to make learning more engaging and effective! Enjoy **videos, charts, infographics, additional case studies** for a more focused, and interactive experience.

Discover Your New Learning Path Creating and Maintaining Benefits Packages

An effective employee benefits package is a powerful tool for attracting and retaining workers. In this learning path, you will learn about the various considerations employers work through when developing and maintaining their benefits packages so you can understand how your company's products and services support the constantly evolving needs of the workforce.

Success in Action: How Industry Leaders Elevate Learning & Excellence

Discover how top companies are leveraging Industry Advantage to drive efficiency and results.

✓ **Zinnia** leveraged Industry Advantage to upskill their workforces, enhancing critical industry knowledge, collaboration, and decision-making. The result? A more agile workforce driving operational excellence, and greater efficiency.

✓ **Symetra** fostered a culture of continuous learning, using Industry Advantage to empower employees and strengthen their workforce. Learn from their successes — Read the full case studies.

- [*Achieving Operational Excellence: How Zinnia Built Its Advantage*](#)
- [*Empowering Continuous Learning: Symetra and Industry Advantage*](#)

We're Here to Help!

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