



Date: April 8, 2009
To: All Accredited Course Providers for All Classes other than Life Insurance
From: General Insurance Council of Saskatchewan
Topic: General Insurance Council (GICS) Ethics Course

The General Insurance Council intends to establish a specific ethics component within its continuing education requirement for All Classes and Adjuster licensees.

All Saskatchewan licensees, except non-resident licensees, will be required to take an accredited ethics course within an established timeframe.

First time licensees:

Effective January 1, 2010 all new licensees will have 3 years from the date of issue of their licence to complete an ethics course. In addition, licensees will be required to take an ethics course every 5 years thereafter.

Existing licensees:

Effective January 1, 2010 existing licensees will have 3 years to complete an ethics course. In addition, licensees will be required to take an ethics course every 5 years thereafter.

Intent:

The intent of the ethics training requirement is:

- a) To reinforce the ethical competence of insurance professionals;
- b) To promote an understanding of the complexities of ethical decision making throughout the insurance industry; and
- c) To assist insurance professionals in identifying, preventing and/or constructively resolving ethical dilemmas.

Key components of a suitable ethics course:

- a) The training must specifically focus on the operations of the general insurance industry.
- b) The training must rely on Canadian law and insurance terminology.
- c) The training must reflect the three CCIR regulatory principles of product suitability, disclosure of conflicts of interest and the priority of the client's interest. Information regarding these principles can be found at www.ccir-ccra.org.

- d) The training must incorporate the guidelines related to conduct as identified in the General Insurance Council Bylaws.
- e) The training must remain current with evolving industry issues.
- f) The training must allow for the discussion of and exploration of methods to resolve an ethical dilemma.

Course development should focus on the following guidelines:

- a) Does the course contribute to the insurance professional's understanding of their ethical responsibilities and behavior?
- b) Does the course provide examples of "good" conduct, as well as examples of bad conduct?
- c) Does the course contribute to an insurance professional understanding the complexities of ethical decision making within the context of an insurance transaction?
- d) Does the course take a problem-solving approach to ethical dilemmas?
- e) Does the course describe where to access tools to help identify, prevent, and resolve ethical dilemmas that arise in the course of conducting insurance business?
- f) Does the course deal with issues relating to the potentially competing interest of multiple stakeholders such as clients, insurers and other suppliers?
- g) Does the course address ethical dilemmas which are internal to the workplace?
- h) Does the course explore the responsibilities of staff and management to ensure ethical behavior is practiced at a high level in the workplace?
- i) Does the course help identify situations where an insurance professional may be in a conflict of interest and how to handle the situation?
- j) Does the course reinforce the standards expected of an ethical insurance professional?

The Council will be approving ethics courses to ensure they meet the intended guidelines.

Accredited course providers will also be required to develop a course evaluation process. Course providers will be responsible to have course attendees complete a course evaluation and provide the results to the General Insurance Council within two months of course completion.

If you are interested in submitting a new or an existing ethics course for approval, please forward an electronic formatted copy to Diane Lindsay at diane.lindsay@skcouncil.sk.ca or phone (306) 347.0862 for further information.