Industry Advantage Program

Internal FAQs

**For internal use only**

**Updated 11/12/2024**

**CONTENTS –** Ctrl+Click to jump to any category

[General](#_Toc135220967)

[Price/Subscription](#_Toc135220968)

[Program Content](#_Toc135220969)

[Customer Support](#_Toc135220970)

[Content Distribution](#_Toc135220971)

# General

## What is industry Advantage?

IA is a subscription learning program that features access to a library of short, LLG-created courses on topics in life insurance, annuities, and workplace benefits.

## How does it work?

Companies buy ‘seats’ for the number of employees to whom they want to grant IA course access. Each seat gives the learner access to the entire IA course library for the duration of the subscription.

## What is the IA Advisory Board?

A group of subscribing companies who commit to meet regularly to advise LLG on program development and direction.

[***Back to Contents***](#Contents)

# Price/Subscription

## What is the cost of Industry Advantage?

Per Advisory Board feedback, the subscription model is tiered, with an average unit (per seat) cost of $50. Bottom line, the more seats purchased, the lower the unit cost.

## How long is the Subscription?

Standard IA subscription is for one year. Companies will have the option of a multi-year subscription.

## Will we sell an IA subscription to individual students?

No. IA is a B-to-B sale only.

## How do renewals work?

TBD. We will develop a process for notifying the member in advance that their subscription is nearing its expiration and setting up time to discuss renewal. Please see the Renewal FAQs document for specific information on renewals and the impact on reporting for renewing companies.

## How does a company buy additional seats?

A subscribing company can increase their subscription size during the subscription period by paying a prorated amount at the unit cost of the applicable tier. For example, if a company in a $50 tier wants to purchase 20 additional seats six months into the subscription, they would pay $500 (20 seats x $50 x .5 year).

Members can also increase their subscription size at renewal.

## How does a company cancel the subscription?

If the company does not take action to renew their subscription, the subscription expires.

## Are discounts available?

Yes, for multi-year subscriptions and for subscriptions that cover the entire enterprise. As of 2025, the enterprise discount is 15%.

## Is there a minimum purchase size?

For all but the smallest companies, we will not sell in quantities lower than 100 seats.

## How will we handle small company sales?

For companies with fewer than 100 employees, we propose to offer up to 99 seats for a flat fee that is slightly less than 100 x the lowest tier unit cost.

## What about allowing several small companies to pool together to get better pricing?

Combining companies will be complicated administratively and for Member Benefit Reporting on IA. We recommend only individual company accounts, even for small companies.

## How will we handle Seat Reassignments if new employees leave the company too soon?

The AB is concerned about ‘burning’ IA seats on new employees who soon leave the company. Within our content distribution technology, there is no mechanism for reassigning a seat to another learner. To alleviate the turnover concern, we (1) reminded the AB that a subscription seat is not counted against their allotment until a learner accesses an IA course and (2) offer that up to 10% of the subscription seats be added to the subscription to account for attrition upon verification by the subscriber.

## Will we be able to DEMO IA for potential customers?

Yes. Because we’re not delivering IA on a dedicated platform, we can only demo content. Three courses are available for viewing at <https://services.loma.org/HIOS/Prod/Demos/IndustryAdvantage/>

## Can IA be accessed via a Mobile device?

IA content is mobile friendly. There will not be an Industry Advantage mobile app because courses will be accessed via each customer’s LMS. If a member’s LMS allows for mobile connectivity, then its learners can access IA on their mobile devices.

[***Back to Contents***](#Contents)

# Program Content

## How many courses are in the IA library?

As of January 2025, the [content library](https://services.loma.org/HIOS/Prod/Industry_Advantage/Catalog/index.html?template=lp&lp=artificial-intelligence-(ai)-literacy) contains 225 courses and will grow over time with regular content releases. The catalog will be web-based and will always contain the most up-to-date list of courses, course descriptions, and learning paths.

## How long is each course?

On average, courses will be approx. 15-20 minutes in length.

## What is the content format?

Most courses are LOMA’s ‘traditional’ web-responsive e-learning, meaning it is optimized for all devices. A few courses are Q&A-style video, and we will experiment with other formats over time.

## Are there Learning Paths?

Yes. A Learning Path is a group of related courses, generally 10-12, that impart deeper knowledge on a topic. Examples are *Life Insurance Fundamentals* and *Annuity Products*. As of January 2025, we have 16 pre-defined learning paths. Over time, we can add learning paths. In addition, members can use IA courses to create their own learning paths, subject to their LMS’s capabilities.

## Is there an exam at the end of each course?

No. Because of the short length, the completion requirement for each course is reaching the end of the course and *attempting* all review questions along the way. In the future, we will explore creating exams for completion of Learning Paths.

## How often will we release new content?

Our plan is to release at least 10 new courses twice a year. Each content release will include a mix of new and repurposed content in life, annuities, and workplace benefits as well as trending topics.

## How will we notify Subscribers of new content?

We will send our key contacts at subscribing companies a periodic email newsletter that will contain, among other things, an announcement about new content that they can promote internally.

## Will we include third-party content in Industry Advantage?

Currently we do not plan to include third-party content, though that is a topic we will revisit at least annually.

## What about existing short online courses?

Industry Advantage will replace our existing LOMA-created short online course (SOC) catalog. All SOCs are outdated, and the Industry Advantage library will cover virtually all SOC topics in a modern format. We will accept new enrollments in SOCs until the end of 2023, with the courses expiring at the end of June 2024.

Existing vendor SOCs will ***not*** become part of Industry Advantage and will continue to be offered as stand-alone, assuming their enrollments warrant retaining them at all.

[***Back to Contents***](#Contents)

# Customer Support

## What is the general approach to IA customer support?

Our support model will start with live assistance and reference materials during implementation. During the subscription, we will support companies with a combination of regular email and live check-ins, an on-demand subscriber ‘toolkit,’ and utilization reports and benchmarks. All companies will have a single point of contact and can also request assistance or technical support/troubleshooting at any time.

## What materials will we provide to members to promote IA internally?

The IA toolkit includes materials that Members can use to promote the use of the product. These include presentations, talking points, email templates, and social media templates.

## How else will we support subscribers?

We will schedule regular quarterly check-in meetings with subscribers to find out about their experience, how we can help them, and give them the latest reporting and benchmarking data.

## Who at LLG will be supporting IA subscribers?

Final plans are and responsibilities are still in the works, but the following resources are likely to play a role:

* Program owner (currently Gene Stone)
* Super Administrator (Jose Santana-Villa)
* Product and Financial Management (currently Cindy Henry/Annie Chung)
* Learning Support (Tanique Brown)
* MRDs
* MSDs
* Others TBD

[***Back to Contents***](#Contents)

# Content Distribution

## How will members access IA courses?

Learners will access IA courses in their company’s LMS. During implementation, we will help each LMS admin prepare for distribution in their LMS. Each company will decide how to organize IA content alongside other courses in their LMS—for example, centralize it together or put different IA courses in different areas of the LMS.

## How complicated is the process of setting up IA access in an LMS?

It’s quite simple. We will use an off-the-shelf technology called Content Controller (CC) from Rustici. An LLG admin will upload all IA courses to the CC cloud server and then send small proxy files (one per course) to the member LMS admin. The LMS admin loads the proxy files into their LMS just as they would any other course. (Many LMSs allow for bulk import of courses, so admins won’t have to load 200 courses one at a time.) When a learner accesses an IA course in the member LMS, the proxy file establishes a connection with the course. From the learner’s perspective, the content ‘lives’ in the LMS, and the learner will never feel as though they have left the LMS. Each member will use its own LMS’s functionality to grant Industry Advantage access to individual associates.

## What technical support will we provide to members?

An LLG super admin will work with each new company during onboarding to set up the proxy files in their LMS. During the subscription, the member can contact us if they encounter technical difficulty. We can also leverage customer support at Rustici to help troubleshoot member issues. Our experience with Rustici support has been excellent.

## What is the general process for onboarding a new company?

The process includes four steps:

1. Member completes an Account setup form and returns it to LLG.
2. LLG meets with the Member to review our implementation process and introduce the Support Team.
3. LLG sends the Member the required Proxy files to load into their LMS.
4. LLG meets with Member to discuss internal promotion of IA.

## How obvious will it be that these are LLG-branded courses?

We will encourage members to organize the IA content in their LMS under an IA heading. Metadata included with each course includes “Provider,” so learners can filter courses by LOMA and LIMRA. Each course itself has our standard branding.

## When we add courses to IA, do existing subscribers have to do anything?

Yes. They will have to add the proxy files to their LMS just as they did during onboarding.

## If we create a new version of an existing IA course, do members have to load the new version in their LMS?

No. Content Controller handles versioning.

[***Back to Contents***](#Contents)