Pro-Seminars

SSC # 151 – A&S COMPLIANCE ESSENTIALS: SUITABILITY, DISCLOSURE & E&O RISK REDUCTION

This course is eligible for:

3.0 Life & A&S CE Credits for BC, SK, MB & ON.

3.0 Life ONLY A&S CE Credits for AB.

TARGET AUDIENCE

*This course is designed for **licensed Accident & Sickness (A&S) insurance advisors across Canada**, including:*

- Life-licensed agents who also hold an A&S qualification
- Accident & Sickness-only licensees
- Financial planners and financial advisors who incorporate living benefits into client plans
- Insurance brokers and managing general agents (MGAs)
- Group benefits advisors who provide individual A&S solutions
- Advisors serving self-employed, gig-economy, and small-business clients
- Advisors working with pre-retirees, retirees, and medically complex clients
- Compliance officers, supervisors, and agency managers responsible for advisor oversight

COURSE OVERVIEW

Accident & Sickness insurance is one of the most compliance-sensitive areas of Canadian financial services. Products are complex, definitions vary widely, exclusions are numerous, and claims are frequently denied due to misunderstandings, misrepresentation, or inadequate disclosure. Regulators across Canada have intensified their focus on advisor conduct, suitability, documentation, and replacement practices — and E&O insurers report rising claims tied to A&S mis-selling and poor documentation.

This comprehensive course provides a **deep, regulator-aligned examination** of the compliance obligations that govern A&S practice. *It integrates:*

- Provincial regulatory expectations
- Insurer compliance standards
- E&O insurer insights
- Real Canadian regulatory case studies (anonymized)
- Practical advisor tools, templates, and scripts

Advisors will learn how to conduct a defensible needs analysis, assess suitability with precision, deliver clear and complete disclosures, manage replacement risk, avoid misrepresentation pitfalls, and document their work to the standard expected by regulators, insurers, and E&O carriers.

The course is structured as a **professional-grade compliance manual**, equipping advisors with the knowledge and tools required to operate confidently and defensibly in a high-risk product category.

COURSE PURPOSE

The purpose of this course is to strengthen the advisor's ability to:

- Deliver compliant, client-centric A&S advice
- Meet and exceed provincial regulatory expectations
- Reduce the likelihood of complaints, claim disputes, and E&O exposure
- Improve the clarity, accuracy, and completeness of disclosures
- Conduct and document suitability assessments to a defensible standard
- Navigate replacement scenarios safely and transparently
- Communicate complex A&S concepts in a way clients genuinely understand
- Build a consistent, repeatable compliance process using templates and scripts

Ultimately, the course aims to elevate the advisor's professional judgment, enhance client outcomes, and reinforce the advisor's role as a trusted, competent, and compliant practitioner in the Accident & Sickness marketplace.

LEARNING OBJECTIVES

Upon completion of this course, and through the use of many case studies, advisors will be able to:

1. Regulatory Foundations

2. Needs Analysis & Suitability

3. Disclosure Excellence

4. Replacement & Misrepresentation Risk

5. Documentation Mastery

6. E&O Risk Reduction

7. Practical Tools & Templates