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National adjusters association planning overhaul

'IMPORTANT ideas for change' are in the development stages for Canada's national adjusters association to help it address concerns such as attracting new talent to the profession.

"The association has taken a very hard look at itself and the renewal planned over the short and long term will change us as an association," said Patti Kernaghan, president of the Canadian Independent Adjusters Association.

A recent study conducted on behalf of the association by Concentra Research found most members felt the association could shoulder a larger role in attracting new people to the independent adjusting profession.

Members believe this could be

accomplished by promoting the profession at the high school and post-secondary levels, possibly in partnership with the Insurance Institute.

A majority of members (56%) felt the association doesn't do enough of this type of promotion.

Most suggested promoting the industry at the university level would be the most effective way to boost numbers.

The study consisted of two online surveys with p&c loss insurance constituents, notably CIAA members and industry stakeholders including insurance companies, insurance brokers, self-insureds and insurance suppliers.

The study also found that six out every 10 members support

self-regulation.

Ms. Kernaghan said the shortage of qualified experienced adjusters is lobby group's biggest concern.

"And when we are developing new adjusters, service challenges can arise when clients expect highly experienced independent adjusters on all files."

Adding to this challenge and compounding staffing issues is the ebb and flow of business, often driven by stormy weather some-where in Canada, creating an inconsistent market place for independent adjusters.

"To further exacerbate the situation we still haven't solved the issue of harmonized licensing," she said.

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Adjusters face licensing hurdle

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"Regulators are individually convinced that they are able to license adjusters within days of the applications, but we continue to hear and experience stories which tell us that this is not always the case."

Ms. Kernaghan said that despite the small size of the independent adjuster community in Canada, it continues to make a big impact.

"Our value proposition, from my perspective, is that we continue to play an extremely important role within the industry by helping to bring continuity to claim service levels and also fill the need for professional adjusting expertise."