

Claims Education

INTERNATIONAL INSURANCE INSTITUTE

emagazine

TRAINING || TALK

FEATURE || STORY

In this issue, we are excited to announce that we are once again expanding our on-line training curriculum to include the Critical Thinking for Claims Professionals course. The filming has been completed, post-production is completed, and the program is up and running. Please visit www.ClaimsEducationOnLine.com for a free preview. More details in the feature story: On Line Training Program Expands.

The 6th Annual Claims Education Conference is shaping up nicely. The annual event will include mostly new course material along with a couple of requested favorites. The conference will take place in the beautiful Marriott hotel in Ft. Lauderdale. Please visit www.ClaimsEducationConference.com for more details.

I am thrilled to announce the publication of my second book, *Gaining Cooperation: Some Simple Steps to get Customers to do what you want them to*. For more information go to www.ClaimsProfessionalBooks.com.

We are pleased to announce the first ever bi-annual International Claims Executives and Claims Managers Skills Academy. This will be an event held every other year, and consist of five full day workshops designed especially for Claims Managers and Executives. For more information go to www.ClaimsExecutiveAcademy.com or www.ClaimsSkillsAcademy.com.

As always, we here at International Insurance Institute welcome your contributions to CEM and encourage you to contact Karla Alcerro at karla@insuranceinstitute.com for any input. Please feel free to direct any questions, feedback, articles, claims success stories, and/ or even topics that you would like to see discussed in the magazine. ■



Carl Van
President and CEO
International
Insurance Institute

Online Claims Training Program Expands: Critical Thinking for Claims Professionals Added to Curriculum



Claims Education On-Line has been steadily growing since its inception almost two years ago. In the 2010 Summer issue we announced our *Real-Life Time Management for Claims* course as our latest addition. Now, we have the honor of announcing our fourth program, *Critical Thinking for Claims Professionals*. The four programs that make up the entire series are:

- *Exceptional Claims Customer Service*
- *Negotiation Skills for the Claims Professional*
- *Real-Life Time Management for Claims*
- *Critical Thinking for the Claims Professional*

(For free previews, go to

www.ClaimsEducationOnLine.com)



As with all of the series programs, Director David Bryan, was in charge of all filming and editing. Laura Wimsatt, Script Consultants, even lent a hand in some of the role-playing that is presented throughout the program.

I have come to find out that Critical Thinking means many different things to many different people. The real challenge was to bring the concepts to life through real claims examples, but keep it generic enough so as to cover the broad spectrum of Critical Thinking concepts.

Among the programs topics are:

IDENTIFYING CRITICAL THINKING STYLES VS. NON CRITICAL THINKING STYLES

10 pitfalls of Non Critical thinking styles

1. Making things too simple
2. Using facts that are Irrelevant
3. Making a case based on no facts to the contrary
4. Making a case for the masses
5. Begging the question
6. Attacking the messenger
7. The Slippery Slope
8. Ignoring painful information.
9. Falsely championing a cause and effect
10. Creating a straw man.

DIFFERENCE BETWEEN EXPLANATIONS AND ARGUMENTS

Keys to being a good claims analyst

1. Present your ideas powerfully
2. Be prepared
3. Have a clear idea of your position
4. Have a clear intention of precisely what you want to accomplish
5. Avoid ambiguities
6. Stick to the issue
7. Know your audience

8. Present a balanced point of view
9. Predict challenges
10. Have prepared responses
11. Seek feedback from others

EMOTIONAL MANIPULATION

3 Basic Styles of Non-Critical thinking

1. Type A- To stick to an opinion regardless of the information available
2. Type B- Everyone's opinion is of equal value
3. Type C- Failing to think things through thoroughly

4 Pointers for Critical Thinking

1. Be Honest with yourself
2. Evaluate constantly
3. Be fair and open
4. Dedicate yourself to getting the facts

7 Steps for Analyzing Arguments

1. Finding the Issue
2. Locating the argument
3. Making things clear
4. Understanding context
5. Finding credibility
6. Looking for consistency
7. Judging the arguments

Just to have a little fun, each chapter ends with a Critical Thinking game or quiz presented to the viewer.

The course is designed to teach not only the benefits of critical thinking, but how to put critical thinking to work when making decisions. Claims people are taught how to: make good decisions based on cautious review; work through problems to find the best answer; stay focused on the real issues; and apply critical thinking to writing. It is focused upon applying the learned skills to claims situations (coverage analysis, reporting, etc.) and to use critical thinking when developing plans of action for claims handling. ■

Gaining Cooperation. A New Book by Carl Van

International Insurance Institute recently announced the arrival of a new book by Carl Van entitled, *Gaining Cooperation: Some Simple Steps to Getting Customers to do What You Want Them to*.

Mr. Van's first book, *The 8 Characteristics of the Awesome Adjuster* has remained the number one selling claims book for the past five years and has sold internationally throughout the United States, Canada, Newfoundland, Guam, Singapore, France, Australia, England, Chile, Ireland, and 15 other countries.



This new book outlines the steps taught in the Negotiation Skills class as well as the Customer Service class which can help claims professionals gain cooperation from their customers and make their jobs easier.

Mr. Van develops the maxims that have become a staple in both programs such as:

CLAIMS MAXIM #1: People will consider your point of view; to the exact degree you have demonstrated you understand their point of view.

CLAIMS MAXIM #2: Great claims negotiators never argue with reasons; they argue the facts.

CLAIMS MAXIM #3: You never have to prove anyone wrong; you only have to prove yourself right.

The new book is available for purchase at www.InsuranceInstitute.com or www.ClaimsProfessionalBooks.com (see News Briefs for announcement on Claims Professional Books).

Claims Professional Books

International Insurance Institute has begun to develop and expand its offering of claims books designed especially for claims professionals.

Claims Professional Books is a division of International Insurance Institute, Inc. and you can get there directly by going to www.ClaimsProfessionalBooks.com or by visiting www.InsuranceInstitute.com and clicking on the "Claims Books" button.

Current Books:

THE 8 CHARACTERISTICS OF THE AWESOME ADJUSTER

The #1 Selling Claims Book. Outlines the 8 Characteristics that make truly great claims people, and offers some practical advice on how to improve oneself. Written by Carl Van.

Released June 2005. \$39.95



GAINING COOPERATION: SOME SIMPLE STEPS TO GETTING CUSTOMERS TO DO WHAT YOU WANT THEM TO.

Provides some very simple yet powerful ways to gain cooperation from customers without threats or arguments. Three easy steps are outlined to getting customers to not only cooperate, but to agree it is the right thing to do. Written by Carl Van.

Released March 2011. \$19.95

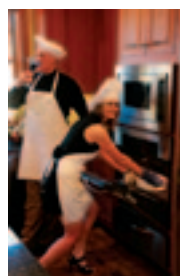
Upcoming Books:

GAINING COOPERATION FOR WORKERS' COMP

Similar concepts as in the original book but with a workers' comp focus. Written by Debra Heinz and Carl Van.

Scheduled Release June 2011.

THE CLAIMS COOKBOOK: A CULINARY GUIDE TO JOB SATISFACTION



Yes, this is a real cookbook, but one wish some dishes only claims professionals can appreciate. The SUB-Rogation sandwich, Chicken TORTellini, The DUI Daiquiri, Boston "Claim" Chowder, Claimant Crab Cakes, Attorney Red Beans and Lies, Delay Soufflé, So Sue Me Sushi and plenty of others. Written by Laura Wimsatt and Carl Van.

Scheduled Release July 2011. \$39.95

ATTITUDE, ABILITY AND THE 80/20 RULE

Makes the case that the people's performance is 80% their attitude, and only 20% the actually job ability. Numerous examples illustrate that with the right attitude, anyone can be an exceptional performer. Written by Carl Van.

Scheduled Release October 2011. \$19.95



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IN THE DAY?**



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