

ADVERTISE WITH US

**REACH THE
DECISION-MAKERS**

■ Brand awareness ■ Business-to-business ■ Announcements ■

THIS SPACE NOW AVAILABLE
Email mpub@rogers.com for info

March 17 2025

THOMPSON'S WORLD INSURANCE NEWS

MSA

Research Inc.

Definitive insurance information
for intelligent business decisions™

www.msaresearch.com

• CANADA'S INDEPENDENT NEWS SOURCE FOR INSURANCE PROFESSIONALS • SINCE 1988 •

CIAA and institute aim to accelerate adjuster licensing

THE CANADIAN Independent Adjusters Association has partnered with the Insurance Institute of Canada to accelerate entry level licensing.

The institute will support the onboarding of the new adjuster staff through a new course called the Accelerated Competence Series and by offering the Principles and Practice of Insurance course in an accelerated format.

"This will help prepare for the current state of high demand in adjusters, as Canadian insurers continue to grapple with the increased frequency and severity of extreme weather events in Canada," institute president and CEO Peter Hohman said.

"It also provides readiness should interprovincial trade barriers soon be removed in facilitation of needed mobility of adjusters within Canada."

The CIAA has called for insurance adjusters to be included in the scope of two sets of legislation introduced in Nova Scotia to streamline credential recognition for various professions.

Bill 9 would reduce interprovincial trade barriers in Atlantic Canada and Bill 36, the Free Trade and Mobility within Canada Act, is aimed at eliminating trade barriers between Canadian provinces and territories.

The proposed legislation would ensure that goods, services, and investments that meet regulatory standards in one province or territory are recognized without additional fees, testing or licensing requirements in another participating jurisdiction.

A coalition of p&c insurance associations, led by the Insurance Bureau of Canada, has urged Canadian regulators to establish a licensing reciprocity regime, allowing adjusters licensed in one province to have their licences recognized nationwide.

The coalition is comprised of the IBC, the CIAA, the Canadian Association of Mutual Insurance Companies, the Canadian Insurance Claims Managers Association, the Insurance

Continued on page 2 ►

Équité welcomes anti-crime funding

ÉQUITÉ Association has applauded efforts by the federal government to curb vehicle theft that include \$1.3bn in new funding for border security.

The new measure was announced earlier this month in an update on Canada's National Action Plan on Combatting Auto Theft earlier this month.

Part of the new border security funding — aimed primarily at organized crime — will be used to launch a Joint Operational Intelligence Cell that is aimed at increasing the information-sharing capacity of law enforcement agencies.

"We applaud the government's commitment to strengthening border security and implementing comprehensive strategies to protect Canadians from organized crime," said Bryan Gast, Équité's national VP of investigative services.

"Along with our members, Équité recognizes that auto theft is not just a property crime — it's a critical source of funding that fuels the distribution of drugs,

such as fentanyl, for organized crime networks."

Équité, Canada's insurance industry-funded fraud-fighting organization, has provided recommendations to the government through Transport Canada's public consultation.

It has also participated in joint intelligence groups with law enforcement and supported the Canada Border Services Agency in intercepting stolen vehicles before export.

Équité said there was a 20% decrease in auto thefts in 2024 and the federal government said it wants to build on the progress.

"The downward trend we are seeing is promising but we will not let our guard down," Public Safety Minister David McGuinty said.

"We are ramping up the fight against organized crime and fentanyl trafficking, which we know has long been fuelled by illicit proceeds from auto theft.

Continued on page 3 ►

Generative AI presents fundamental shift

THE EMERGENCE of generative AI and other new technologies will lead to a fundamental shift in how insurance companies will operate, interact with customers and manage risk, KPMG said in a new report.

The professional services firm said in its 2025 *Intelligent Insurance Report* that unlike traditional AI, which primarily enhances efficiency through automation and analytics, next-generation agents will be able to independently make decisions, execute complex tasks and continuously learn from interactions.

It said this will lead to policies that are adjusted based on real-time risk factors, claims that are processed and settled instantly without human intervention and customer service that is hyper-personalized, context-aware and available around the clock.

And KPMG said the potential extends beyond operational improvements as agentic AI can redefine entire business models.

But it said these systems demand vast, high-quality data inputs, meaning insurers must invest in seamless data integration, real-time analytics and ethical AI governance.

"However, our research finds that insurers are still grappling with legacy operating models, technical debt and linear workflows, which are ill-equipped to handle the dynamic nature of AI innovation.

"Data is fragmented and often locked in functional specific systems.

"Rigid hierarchies and siloed functions create choke points that impede cross-functional collaboration, slow decision-making and limit agility."

KPMG said it has found that concerns about the rapid pace of technology development and caution over the AI-specific risks are causing hesitancy. In a recent global survey of decision makers, 75% of insurance executives expressed

Continued on page 5 ►

THOMPSON'S WORLD INSURANCE NEWS

P.O. Box 1027
Waterloo, ON N2J 4S1

Phone 519-579-2500

Email mpub@rogers.com

Internet www.thompsonnews.com

THOMPSON'S is published Mondays 42 times per year from the second week in September to early July, except during the Dec. 25/Jan. 1 holiday season, by First News Publishing Inc.

SUBSCRIPTIONS

Weekly edition rates are designed on a sliding scale according to company size. Higher rates include permission for more recipients/users. 10 or less employees—\$169/ yr. (one user). Up to 19 employees —\$249 (2 users). 20 to 29 emp. — \$319 (3). 30 to 59 — \$389 (4). 60 to 99 emp. —\$449 (5). 100 + emp. —\$499 (6). Extras users (6+) — negotiable. Our **daily email service** is available with our premium upgrade. Price starts at \$319 for one weekly user plus daily email service for one user. GST / HST not included. Reg# 862266442 RT001.

ADVERTISING

Basic rate = \$129 per column inch (2.43x1). Qtr. page (3.75x5) = \$695. GST/HST extra. Other sizes also available. Colour is also available. Advertising is also accepted in our daily email upgrade service. For more information, please call 519-579-2500 or email mpub@rogers.com.

EDITORIAL

TONY THOMPSON (1931-1999)
Founder

MARK PUBLICOVER
Publisher / Manager

ROD WEATHERBIE
Staff Reporter
(416) 520-0448
rod.weatherbie@gmail.com

SHANE McCUNE
Daily Editor
(250) 890-9252
coastwords@yahoo.ca

National Library of Canada
ISSN 1481-8361

© 2025 FIRST NEWS PUBLISHING INC.
ALL RIGHTS RESERVED. *The content of this publication is protected by copyright laws. Duplication and/or storage by any means is prohibited without prior consent.*

MARCH 17, 2025 — Vol. 37, No. 24

Coalition seeks adjuster licensing reciprocity

► *Continued from front page*

Brokers Association of Canada, the Canadian Association of Direct Relationship Insurers, Corporation des assureurs directs de dommages du Québec and the Omnia Adjusters Co-operative.

The federal and provincial governments have directed the committee on internal trade to collaborate with a forum of labour market ministers to deliver a Canada-wide credential recognition plan by June 1.

The CIAA is hoping that insurance adjusters will be included in the broader national framework, simplifying their ability to work across provinces.

"The coalition is hopeful the adjuster role makes the roster," CIAA executive director Pat Battle said.

The Insurance Institute's Mr. Hohman said the new partnership with the CIAA is part of the institute's ongoing talent gap initiative aimed at helping p&c employers address workforce growth and the demand for qualified professionals. These efforts

include Project Reframe, Enabling Skills and the Accelerated Competence Series.

Project Reframe aims to address the talent gap in the insurance industry by tackling two key challenges: perception and awareness. The institute noted that many see the sector as lacking excitement and engagement, while others are unaware of what insurance careers involve.

Enabling Skills for the Insurance Professional is a set of interactive online modules for CIP students that covers empathy, communication, customer experience, critical thinking, business ethics, data usage and technology integration.

The Accelerated Competence Series includes five modules designed to quickly onboard new industry hires.

The program is designed to help new employees adapt to their roles efficiently and ensures a consistent orientation experience across the industry, with modules intended for completion within the first weeks of employment.

Generational gap cited in auto fraud awareness

TD BANK said it has found significant gaps in consumer awareness regarding financial fraud — particularly auto-related scams such as vehicle revinning.

In a survey conducted for the bank by Maru/Blue to highlight fraud prevention month, 29% of the respondents reported that they were targeted by financial fraud in the past year, with younger adults aged 18-34 being most affected at 43%. That compares to 26% among those aged 35-54 and 23% for those 55 and older.

Confidence in identifying fraud was relatively high, with 88% of respondents feeling confident, though only 20% described themselves as 'extremely confident.'

Confidence levels were lower among younger Canadians, with just 78% of those aged 18-28

expressing confidence, compared to 91% of millennials and 88% of generation X respondents.

Awareness of auto-related fraud, specifically car revinning, remains low. While 40% of Canadians said they were familiar with the scam, 50% said they were unfamiliar, and 9% were unsure.

Among those familiar with revinning, just 12% described themselves as 'very familiar,' while 28% said they were 'somewhat familiar.'

The survey also showed generational differences in awareness. Among those aged 18-34, 48% said they were familiar with revinning, compared to 35% of those aged 35-54 and 40% of those 55 and older.

Conversely, 56% of respondents aged 35-54 said they were unfamiliar with the scam, compared to 42% of those aged 18-34.

GTA auto theft investigation yields eight arrests

THE HALTON Regional Police Service has arrested eight people and laid more than 90 criminal charges following the conclusion of a multi-jurisdictional auto theft investigation dubbed 'Project Mulligan.'

The HRPS said it noticed a rise in high-end auto thefts from hotel parking lots in Oakville and Burlington last fall.

Its organized crime unit then launched a coordinated investigation, identifying an organized group of auto thieves operating primarily in the Halton and Peel regions.

Police detectives used various investigative techniques to identify locations where stolen vehicles were left to 'cool off' and sites where the

cars were stored, loaded and transferred to shipping points across the Greater Toronto Area and Montreal.

Late last month, HRPS organized crime unit executed 10 search warrants at vehicle locations, storage facilities and residences across the Greater Toronto Area. The searches uncovered additional evidence, including auto theft tools, reprogramming kits and a revinned BMW.

Police said they believe the auto theft crew to be responsible for more than 75 vehicle thefts since September of last year.

The investigation has recovered 18 stolen vehicles, including two inside shipping containers, at the Port of Montreal.

Thompson's World Insurance News is a completely independent news service. We do not accept or benefit from investments from outside sources or government grants and are supported solely by our subscribers and advertisers.