



January 13, 2010

If at this very minute you were asked to conduct a comprehensive assessment of your adjusters' CE credit status, how many would be in complete compliance?

We know from our experience in the insurance industry that this question is enough to keep any executive up at night, and we understand. We know that if you could create a solution to this problem yourself, you'd place high importance on many of the same attributes we hold to be fundamental. Short of developing your own CE system, how can you ensure you're delivering the most value to your organization while accommodating needs and busy schedules of your professionals? We realize this is no easy task, especially when faced with options that run the gamut.

At KMC On Demand, we take a different approach to CE Credits. We believe the education of those who are your eyes and ears in the field is not something to be awarded to the lowest bidder, nor is it merely a requirement to be checked off the list. We believe that if adjusters have access to a wealth of additional resources, they're better equipped to translate learning into performance. We believe that you can have an all-inclusive, robust CE solution that not only meets your current needs, but fulfills needs you and your adjusters didn't even realize you had. We believe this because we are developing that solution in KMC On Demand and we need your input.

We have included a link to a short CE survey for your completion. We'd like to get your perspective on administering CE compliance. **[Click here](#)** to take the survey or type the following into your address bar:

<http://www.zoomerang.com/Survey/?p=WEB22A3KJSYUBK>

Where we are today:

- All of our CE courses are organized in a unique format which is module-based and enables easy completion at a pace determined by the learner.
- Your adjusters will have access to an abundance of resources that facilitate greater knowledge of their profession, answer questions, and provide guidance and advice.
- Our CE database tracks credits as they're submitted, and provides "due-to-renew" reminders.
- The CE Database allows managers to track the CE status of any adjuster in virtual real-time. You'll be able to view an activity report containing all pending, approved, and denied CE credits by date range and state.

Where we are going:

- A cutting-edge company interface that permits easy and accessible usability and reporting

- The system allows the managers to check adjuster's compliance by generating reports on Expiring Licenses and Expired Licenses.
- Upon an adjuster's successful completion of a CE course, KMC On Demand's "CE Genie" will submit the application for credits on your behalf in states where it is permissible to do so.
- CE Genie makes individualized course recommendations as to relevant courses your adjusters can take to complete based on the state requirements unique to that adjuster.

We want both you and your adjusters to reap the rewards of better courses and better service. We don't merely enable adjusters to complete their CE requirements – we offer tools that facilitate their continued professional growth and result in an increased contribution to your organization's bottom line.

Please take a moment to respond to the enclosed survey. We look forward to your feedback.

Best Regards,

A handwritten signature in cursive script that reads "Colm Keenan".

Colm Keenan  
V.P. Knowledge Management