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CLAIMSCENE

2009 ACA ETHICS SEMINAR AT VILLA CHRISTINA

ACA's 2009 Ethics Seminar was held on October 1, 2009 at Villa Christina in Atlanta. The event was a great success, providing an interesting and educational presentation with excellent attendee participation. Attendees were able to earn 3 ethics hours of CE and/or CLE credit. Attendees enjoyed a delicious lunch afterward at the ACA monthly luncheon. The Education Committee would like to thank all of our attendees for making the seminar a success through their attendance, interaction with our speakers and great questions.

The program, **Ethical Considerations in the Claims Investigation Process**, provided guidance and instruction in avoiding ethical problems (and potential "bad faith" exposures) through discussions centered around numerous video vignettes. The program was originally developed approximately five years ago due to the lack of any available professional training for insurance claims professionals and attorneys regarding the investigation of insurance claims. Little, or no information truly exists to guide professionals as to the "do's and don'ts" of proper investigation of a suspicious insurance claim. Each video recreated a real life situation involving claims investigations, recorded statements and interactions with claimants, insureds and witnesses. The discussions following each clip were lively, thought provocative and informative.

The program was developed and presented by Jack Morgan and Matthew Smith. Jack works for The Cincinnati Insurance Companies as the Regional Manager/Assistant Vice President of The Special Investigations Unit. His 30 years of service to his company and the claims community provided excellent insight and advice during the presentation. Matthew is the Senior Partner of the law firm of Smith, Rolfe & Skavdahl, L.P.A, practicing in the area of insurance investigations, including personal injury, medical fraud, property claims and bad faith litigation.



*Matthew Smith, Senior Partner, Smith, Rolfe & Skavdahl, L.P.A.
Jack Morgan, Regional Manager/Assistant Vice President of The Special
Investigations Unit, Cincinnati Insurance Companies*

The video presentation was produced by The National Society of Professional Insurance Investigators (NSPII), a non-profit organization dedicated to furthering investigative ideas, procedures and techniques. The Education Committee would like to thank Jack, Matthew and NSPII for providing an excellent and well produced presentation to further our educational objectives. The Georgia NSPII president, an ACA member, attended the presentation and has reiterated the group's willingness to support our educational objectives, and has encouraged their membership to join or continue to participate in the ACA.

The Education Committee would also like to thank the generous support of our sponsors, Vernis & Bowling of Atlanta, LLC and Stop Loss, Inc. The Committee would also like to thank the volunteers who assisted in organizing and administering the seminar.

Please visit our website at: www.atlantaclaims.com for further information and to register online.