

SILA: Ethics in the Senior Market

Course Description

Senior Market Ethics will educate the insurance and investment professional in the areas of ethics and suitability in the Senior Market. Topics covered include: government regulations pertaining to seniors; Medicare fraud; long-term care and annuity suitability; elder care issues; and risks associated with seniors.

Chapter 1 Senior Ethics

Uniqueness of Ethics in the Senior Marketplace; Senior Defined; Ethics Applied; Codes of Ethics and Senior Certifications/Designations; The Financial Exploitation of Seniors

Chapter 2 Medicare-Medicaid Fraud and Product Suitability

Medicare; Medicaid; Suitability; Elder Abuse and Risk Issues; Health Care Costs; Financial Literacy