

For Immediate Release

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New Insurance Certification Opens Doors for Virtual Assistants

Woodridge, IL - May 24, 2007 - Virtual Business Partners announces a new, specialized certification for virtual assistants who would like to offer their services to the financial service and insurance industries. The Certified Insurance Virtual Assistant (CIVA) certification was unveiled in May 2007 by Virtual Business Partners as the first ever certification for virtual assistants.

Doreen Patrick, owner and founder of Virtual Business Partners, and developer of the new program, designed the CIVA Certification to include both educational and experiential components. The educational component consists of online classes offered directly through the Life Office Management Association (LOMA). Patrick says, "I chose to work with LOMA because they are the industry leader in financial services training and they were able to customize training to meet the needs of this certification."

The second component of the certification, experience, requires the virtual assistant to meet certain on-the-job criteria such as having at least five years direct administrative experience. The certification process typically may be completed in a short time, at one's own pace. Once awarded the certification, the virtual assistant can begin using the designation to market their services, proudly displaying the CIVA logo on their web site and using CIVA designation after their name.

Patrick added, "A virtual assistant does not need to have insurance industry experience to obtain this certification and if a virtual assistant does have industry experience, there are two additional options that they can choose from. This certification will open doors to virtual assistants looking to service this market and will allow for the standardization and training to do so."

Recognizing the need for specialized training in the insurance and financial services market as well as the need for virtual assistants who can service this market, Patrick worked with LOMA and with insurance agents and financial planners to develop the certification. As a former executive assistant at an insurance company, Patrick was able to quickly identify these needs and create a program to meet these challenges. "I am excited to offer this because I understand the challenges that agents and financial planners face and the amount of administrative details they deal with on a daily basis."

Patrick surveyed industry agents to further understand the challenges and pinpoint the type of assistance needed.

Patrick, who received an Associate, Customer Service designation through LOMA knows first hand the direct benefits of LOMA classes in both her work in the corporate sector as well as in her own business. A virtual assistant who obtains the certificate will have the opportunity to create additional educational paths by choosing one or more designation programs offered by LOMA and to expand their services or niche in this market.

To learn more about the CIVA certification, visit www.virtualbusinesspartners.net.

Virtual Business Partners is a virtual office company that specializes in sales, marketing and administrative support to the financial service and insurance industries. Visit Virtual Business Partners at www.virtualbusinesspartners.net or call 630-541-2433 for more information.