

## **FOR IMMEDIATE RELEASE**

# **NEWS RELEASE**

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## **DIVERSIFIED investigations, llc to offer CE credits for insurance agents**

**Appleton, WI, Monday, September 20, 2004** — On September 3, 2004, DIVERSIFIED investigations, llc, a full service licensed private detective agency, was approved by the State of Wisconsin Office of the Commissioner of Insurance to provide continuing education credits for licensed insurance agents in Wisconsin. Licensed insurance agents are required to have 24 hours of continuing education every 2 years.

The Coalition Against Insurance Fraud estimates that, “insurance fraud cost Americans at least \$96 billion a year, or nearly \$950 for each family.

Julie Russell, owner of DIVERSIFIED investigations, llc says, “Insurance fraud is a crime and happens every day right here in the Valley. Higher premiums, companies cutting benefits, lost jobs, and the time spent investigating fraud are some of the costs of this rampant crime wave.”

DIVERSIFIED investigations, llc has been involved in the fight against insurance fraud by to aggressively investigating insurance fraud for local companies, however DIVERSIFIED has realized the need for insurance agents to have more education to assist in the fight.

“The agents are the frontline defense against insurance fraud. They need to have a policy of, ‘know your customer’. If agents are given the correct training, and resources, I believe that Wisconsin can reduce its loss due to insurance fraud significantly. Prevention is the key,” says Julie Russell.

To this end, Julie Russell, a current instructor for the National White Collar Crime Center, (NW3C), has created an insurance fraud curriculum geared toward insurance agents. The courses, six in all, are designed to take be taken sequentially. “The courses will be intense and interactive. There will be video, role-playing, and in the last course, Insurance fraud—Worker’s Comp, we will have each agent physically doing surveillance. I am trying to prepare every agent with knowledge and the tools to lower the cost of insurance fraud to our community.”

DIVERSIFIED investigations will offer the insurance fraud series of classes the second Tuesday of every month beginning October 12, 2004. For course descriptions and details call DIVERSIFIED investigations, llc, 920.209.5940 or go to its website at [www.diinv.com](http://www.diinv.com) .

DIVERSIFIED investigations, llc is a full service investigative firm, founded July 2002 by owner Julie M. Russell, a 12-year veteran of the City of Appleton Police Department. DIVERSIFIED currently has 4 full-time and 4 part-time licensed Private Investigators. The innovative firm is a member of the National Association of Investigative Specialists, ASIS International, the Christian Association of Investigators, Fox Cities Chamber of Commerce, PULSE, and the National Federation of Independent Business. Additionally, Russell is a member of the Wisconsin Association of Women Police, the International Association of Women Police the Wisconsin Law Enforcement Officers Association, serves on the board of directors for Big Brothers Big Sisters of the Fox Valley Region, and is current treasurer for the Women Entrepreneurs of Wisconsin.