

October 20, 2022

New Genesis Reciprocal Online Interactive Resource

RMA Insurance is excited to launch a [new digital resource](#) for members, as an approachable, self-guided educational tool to help grow members' knowledge of insurance concepts, reciprocals, and Genesis itself.

At RMA Insurance, we understand that sometimes the language used in the insurance world can be confusing or unclear. The tool was created to be fun and interactive for our members, while explaining complicated information in an easily understandable way.

The unique tree design represents Genesis, and users are encouraged to go from branch to branch, learning more about:

- ◆ The inception of Genesis
- ◆ How the claims process works
- ◆ Risk resources available to subscribers
- ◆ Information about underwriting and reciprocals

Genesis is operated and serviced by RMA Insurance. It was formed in 1986 by RMA Insurance to provide public sector self-insurance solutions for Alberta municipalities, school boards, and non-profit organizations. This makes Genesis the oldest reciprocal in Canada, and one of the oldest in North America. Since then, Genesis has grown to become one of the largest reciprocals in Canada.

To visit the new resource, go to <https://genesis.rmainsurance.com>.

If you have any questions or concerns, please do not hesitate to contact us.

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