

# Leapfrogging the Long Term Care Crisis: New Service Shows How

## LTC Financial Network Takes Responsibility for Public Education Piloted by Washington

KIRKLAND, WA – (SEND2PRESS NEWSWIRE) – Good news: Americans are living longer. Bad news: More will be laid up, incapacitated, for extended periods; and regular medical insurance doesn't cover it. Washington can't pick up the tab, and the states will go broke trying. "Medicaid could be overwhelmed by aging baby boomers," says a Government source.



### Send2Press® Newswire

The solution, according to Washington, is private long term care insurance. To educate the public, the U.S. Department of Health and Human Services launched a pilot "Long Term Care Consumer Awareness Campaign" in five states last winter. It's now winding down and Federal information kits may no longer be available by summer.

"But don't worry," says Cameron Truesdell, head of the brokerage network, LTC Financial Partners LLC – <http://www.ltcfp.com> – based in Kirkland, Washington, "We are taking up responsibility for public education; we think it's important to maintain and extend the Government's message."

The network's information service covers the same ground as the Federal kit.

It consists of:

\* A free 28-page guide on navigating the complexities of long term care insurance.

\* Free by-phone advice on how to preserve assets while handling care expenses.

The Federal awareness program might be revived in a few months, "And if that happens, we'll coordinate our program with it," says Truesdell. The free assistance is available now, through the LTC Financial network, which includes 53 of America's 100 most successful long term care insurance specialists.

A complete list is available at:

[www.eranova.com/LTCFP/lctcfree.pdf](http://www.eranova.com/LTCFP/lctcfree.pdf) (PDF format)

[www.eranova.com/LTCFP/lctcfree.htm](http://www.eranova.com/LTCFP/lctcfree.htm) (HTML format)

LTC Financial Partners, LLC, 3550 Carillon Point, Kirkland, WA 98033.  
[www.lctcfp.com](http://www.lctcfp.com).

News issued by: LTC Financial Partners, LLC

# # #

Original Story ID: (281) :: 2005-04-0418-002

Original Keywords: LTC Financial Partners, LLC, Cameron Truesdell, brokerage network, Long Term Care Crisis, EraNova, Kirkland, Washington Newswire, Medicaid, insurance, long term health care, U.S. Department of Health and Human Services, awareness campaign, insurance specialists, elderly, retirement, 98033 LTC Financial Partners, LLC