

# Long Term Care for Middle-Class Americans: Count On Yourself, Not Government

## LTC Financial Network Offers Free Advice on Private-Sector Protection

KIRKLAND, WA – May 2 (SEND2PRESS NEWSWIRE) – It's about the money. As the baby boom generation ages, more Americans will need extended care in hospitals, nursing homes, and private residences. Who will pay for it? Washington? The states? Don't count on it unless you're part of the neediest minority. Who will pick up the tab for the rest of us?



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“If you're doing okay, you'd better plan on looking out for yourself,” says Cameron Truesdell, head of the brokerage network, LTC Financial Partners LLC – <http://www.ltcfp.com> – based in Kirkland, Washington.

The Federal government has concluded that private long term care insurance is the ticket for most Americans. To educate the public on why and how to secure protection, 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.

Truesdell's network will fill the void. “We are taking up responsibility for

public education; we think it's important to maintain and extend the Government's message," says Truesdell. The network's information service covers the same ground as the Federal kit, except it places a greater emphasis on asset protection and tax benefits. The service 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 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 –

- \* [eranova.com/LTCFP/lctcfree.pdf](http://eranova.com/LTCFP/lctcfree.pdf) (PDF format)

- \* [eranova.com/LTCFP/lctcfree.htm](http://eranova.com/LTCFP/lctcfree.htm) (HTML format)

- \* 866-471-4072 (Ask for LTC Financial expert by state.)

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