

'Ask Your Financial Advisor About ... Long-Term Care Insurance.' Huh?

KIRKLAND, Wash. – June 30 (SEND2PRESS NEWSWIRE) – When Americans worry about being incapacitated for long periods, they should head straight to their bank or brokerage office. This odd-seeming advice comes from LTC Financial Partners LLC, the nation's leading long-term care insurance brokerage representing multiple carriers. "Today, health care is about the money, not just health," says Dan Cahn, Senior Vice President of Business Development. "And the biggest financial risk is long-term care, which can drain off all your assets – everything you've accumulated over a lifetime."



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Photo Caption: Dan Cahn, of LTC Financial Partners.

Since long-term care needs can quickly wreck the best portfolio, "we're telling people, don't just ask your doctor, ask your money guy," says Cahn. "But make sure your financial advisor can deliver the latest long-term care expertise."

LTC Financial Partners is fielding a support service, spearheaded by Cahn, that gives financial advisors the necessary training and resources. At key banks, for example, advisors are bringing in specialists from LTC Financial Partners, much as a family doctor brings in a cardiologist. The specialists deliver arcane facts on the latest laws and tax breaks affecting long-term care; and navigate to myriad options through an ever-evolving computer

database of policies and selection criteria. The support service is called the Financial Advisor LTC Outreach and Education Program, and Cahn is its Director.

“It’s really complex to pick the right coverage from the right carrier, based on a person’s financial situation, lifestyle, state of residence, and medical condition,” Cahn points out. “The best advisors are seeking support from top-notch experts, but they’re in a minority at present. Most are not yet using long-term care insurance as a financial planning tool; so we developed a unique turn-key solution that generates four times the results of the traditional approach.”

LTC Financial Partners is providing its service to a growing number of financial organizations including major banks, NRL Federal Credit Union, and the National Network of Estate Planning Attorneys. In time, nearly all major financial institutions will serve as front-end conduits to long-term care protection, Cahn believes.

His organization also supports associations that have a special interest in protecting their members’ nest eggs, including the National Association of Women in Insurance, and the United Methodist Association (through Anderson and Wayne Insurance Services).

A key part of the service is ready access to long-term care options from carriers that have proved sound and stable, including MetLife, John Hancock, Allianz, MedAmerica, Prudential, Physicians Mutual, Unum Provident, and Penn Treaty. “Some well-meaning associations offer long-term care policies from a single carrier, but one size does not fit all,” says Cahn.

An informational guidebook, offering asset-protection facts and strategies, may be requested by financial advisors or the public, at www.eranova.com/LTCCFP/contact.htm.

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