

# With Government Distracted, Private Program Seeks to Avert New Disaster: Abject End for Millions

**Free Information from America's Leading Provider of Long Term Care Insurance from Multiple Carriers**

KIRKLAND, WA and KANSAS CITY, MO – September 21 (SEND2PRESS NEWSWIRE) – In June the federal government ended a pilot program to alert the nation to an impending social disaster: millions of longer-living Americans unprepared to survive longer-lasting incapacities. The pilot, run in five states, grew out of a recognition that government could not afford to fund a yawning gap in health coverage. Since life spans have been increasing and 77 million baby boomers are nearing retirement, bouts of incapacity are expected to explode; and ordinary health insurance doesn't cover it, say the experts at LTC Financial Partners.



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Called the Long Term Care Consumer Awareness Campaign, the terminated federal pilot was to be revived and go national with an infusion of new funding. That seems unlikely now that other priorities compete for an overextended budget. A private initiative, however, is stepping up to the plate. Announced today, the Long Term Care Outreach & Education Program (LTCOEP) will dispense free information in print, online, and by phone. Any American individual, company, or non-profit may request a free guidebook, consultation, and other help at

[www.eranova.com/LTCFP/contact.htm](http://www.eranova.com/LTCFP/contact.htm).

The educational program is offered by Long Term Care Financial Partners LLC, America's leading provider of long term care insurance from multiple carriers. It will be staffed by the organization's 100-plus Partners, all experts in the field.

The need for LTCOEP is great, according to Cameron Truesdell, CEO. "Most people don't realize the danger they're in, just from living longer," he says. "Americans are healthier than ever. That's good, but they don't see the downside. With longer life spans there's more time for them to have periods of downtime – and most aren't protected by long term care insurance." That spells potential misery, he asserts: sudden impoverishment followed by a hard life and depressing end to it all. "Elder poverty sits there waiting, like a vulture, even for the well-off. But it doesn't have to get you."

On October 16-18 at the 2005 National LTCi Producers Summit in Kansas City, Truesdell and over 100 of his Partners will congregate to advance their educational program. In special sessions with professional guests, they will explore ways to bring the long term care problem and solution directly to Americans, and indirectly in affiliation with banks, financial advisors, insurance brokers, associations, and businesses seeking to protect their employees. Information on the event is available at [www.eranova.com/LTCFP/kc.htm](http://www.eranova.com/LTCFP/kc.htm).

Truesdell and co-founder Craig Smith are pioneers in their field. They were principals of LTC Inc., founded in 1985 and later sold to GE Capital. Their present organization distinguishes itself by offering carefully selected insurance products from multiple leading carriers including Allianz, MetLife, MedAmerica, Prudential, John Hancock, Physicians Mutual, and Unum Provident.

*\*(Photo Caption: Cameron Truesdell, CEO of LTC Financial Partners LLC)*

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