

Cameron Truesdell, CEO of LTC Financial Partners, Challenges Leaders to Address Bold Objective: Affordable Long-Term Care for All

KIRKLAND, WA (SEND2PRESS NEWSWIRE) – On October 17 in Kansas City, change-makers will answer an all-important question: “How can we make long-term care protection as common as auto insurance ... so no American risks financial ruin from longer-lasting health needs ... and government doesn’t go broke trying to fill an unfillable gap?” The question will be posed by Cameron Truesdell, CEO of LTC Financial Partners LLC, the nation’s leading insurance brokerage specializing in long-term care and representing multiple carriers.



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Several VIPs have been invited. Some will make their views known by proxy; others will appear in person and respond to questions, from 9:30 – 10:15 AM Monday, October 17, in the Roanoke Room at the Westin Crown Center Hotel, Kansas City, MO.

The briefing’s format has been designed to accommodate fast-changing schedules in a flurry of related activity. The 2005 National LTCi Producers Summit, sponsored by LTC Financial Partners and several insurance carriers, will be in progress at the time. Following the statements there will be a Q&A period for members of the media and others present. “We’ve invited people

from government and executives from key carriers. We'll see who wants to declare their intentions at this time," says Truesdell.

As 77 million baby boomers approach retirement and most Americans enjoy longer life spans, a time bomb ticks, Truesdell states. "What happens when tens of millions succumb to longer-lasting illnesses or injuries? Regular health insurance won't cover it, and Uncle Sam and the states can't afford to." Medicaid does contribute to long-term care expenses – for the indigent. But Medicaid costs are ballooning to the breaking point. Family assets are commonly tapped, but soon run out except for the very wealthy. "So who's going to protect longer-living Americans?" Truesdell asks.

Answers could come from the October 17 briefing, Truesdell believes. Each presenter, in person or through a written statement, will say what they are doing or plan to do. "Over 40 members of Congress have sponsored appropriate legislation," says Truesdell, "but other priorities have come up. Legislators need support in resuming their momentum." Insurance carriers, too, have addressed the issue through a growing array of insurance choices. "They need more public awareness to get this message across."

Attendance is limited to 100 including elected officials, industry executives, other people in a position to act toward a solution, and the media. More information is available at – www.eranova.com/LTCFP/kc-briefing.htm.

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