

# In Kansas City Event, Long-Term Care Pioneers Will Challenge Leaders to Create Affordable LTC for All

**On October 17, a Platform Will Be Offered for Private and Public-Sector Statements**

KANSAS CITY, MO (SEND2PRESS NEWSWIRE) – As the nation approaches a financial and healthcare crisis, pioneers of long-term care protection are preparing to act. They will state their intentions, and invite political leaders to do the same, at a briefing in Kansas City on October 17. “The problem,” says Cameron Truesdell of LTC Financial Partners, one of the pioneers and host of the event, “is a widespread lack of proper long-term care protection, which threatens to bankrupt the states, Uncle Sam, and millions of American families.” He is CEO of LTC Financial Partners LLC, America’s leading LTC insurance brokerage.



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According to the U.S. Department of Health and Human Services, by 2025 more than 20 million Americans – incapacitated athletes and children as well as aging boomers – will need long-term care services. Ordinary health insurance won’t cover it. Neither, in all likelihood, will Medicaid, as legislative reform cracks down on benefits claimed by the affluent. Yet, “We can have long-term care protection for every American,” says Truesdell. He points out that over 40 members of Congress have sponsored legislation to help Americans protect

themselves through private LTC insurance. "But these leaders need support to get their measures passed." *\*(Photo Caption: Cameron Truesdell.)*

Other LTCi trailblazers who will also make statements at the briefing include Christopher D. Perna, President and COO of MedAmerica Insurance Company. Missouri political leaders have been invited to make statements, either in person or by proxy. These include Kansas City mayor Kay Barnes, U.S. Congressman Emanuel Cleaver, and governor Matt Blunt. The organizers await their responses.

"This briefing is just a start," says Truesdell. "It could lead to actions that save the nation from unnecessary misery. Longer life spans should be a good thing, not a source of new calamity."

Attendance is limited to 100 including elected officials, industry executives, LTC specialists, and the media. It will be in the Westin Crown Center Hotel (Roanoke Room) from 9:30 to 10:15 AM. More information and an attendance request form are available at – [www.eranova.com/LTCCFP/kc-briefing.htm](http://www.eranova.com/LTCCFP/kc-briefing.htm).

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