

# Hot New Company Profit Booster: Long Term Care Insurance

KIRKLAND, WA – April 4 (SEND2PRESS NEWSWIRE) – For working Americans and their employers, caring for an incapacitated parent or spouse can be expensive. “It’s costing an estimated \$659,000 over the lifetime of each and every employee,” says Cameron Truesdell, CEO of LTC Financial Partners, publisher of a new guidebook on the subject. That figure includes time spent away from work caring for family members, lost wages, and lost contributions to Social Security and pensions. In addition, companies suffer from reduced productivity as employees worry about their loved one or rush off to handle emergencies. Talent pools drain as a firm’s most seasoned people leave to become full-time caregivers.



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ng and productive work just don’t mix,” says Truesdell. “But who says performance needs to suffer just because an employee’s family member needs help?” The answer, says Truesdell, is long term care insurance, “so money is available to pay someone else to tend the loved one.” Truesdell’s guide, “Long Term Care Insurance at the Workplace: An Overview,” was produced to help employers quickly learn the advantages of offering long term care protection to some or all of their people.

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

The 16-page guide gives illuminating facts, including –

*\* Home health care currently costs \$66,000 per year on average, beyond the means of most uninsured workers.*

*\* When uninsured workers assume elder care responsibilities, it costs the employer \$3,412 per employee per year in lost productivity.*

*\* More than 37 percent of U.S. workers are more concerned with caring for a parent than a child.*

After documenting the problem, the guide outlines a simple process for offering long term care insurance to employees, utilizing free advisory services available to owners, executives, and human resource managers. The guide also gives the bottom-line benefits of doing so, including –

*\* Increased productivity, higher morale, lower turnover and absenteeism, and reduced employee stress.*

*\* Deductibility of premiums as a business expense for the company.*

*\* Grateful employees when they learn that policies are portable and available to spouses and family members at a discount (subject to health screening).*

Providing a multi-life long term care solution works for organizations of all sizes, from sole proprietorships to giant corporations. Copies of the guidebook may be requested, free of charge, at [www.eranova.com/LTCCFP/ltci-at-workplace.htm](http://www.eranova.com/LTCCFP/ltci-at-workplace.htm)

LTC Financial Partners LLC is the nation's most experienced long term care insurance brokerage. It was founded in 2003 by Truesdell and Craig Smith, pioneers in their field. Truesdell was the president and a principle in LTC Inc., which was founded in 1985 and later sold to GE Capital; Smith held the position of national sales manager in LTC Inc. Their new venture, LTC Financial Partners, distinguishes itself by offering carefully selected products from multiple leading carriers including Allianz, MetLife, MedAmerica, Prudential, John Hancock, Physicians Mutual, and Penn Treaty.

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