

Long Term Care Experts on Call; Army of 200 Will Help Companies Help Aging Employees

KIRKLAND, WA – June 29 (SEND2PRESS NEWSWIRE) – As the American workforce ages, employees need a new health benefit: long term care insurance. But with benefits budgets already stretched, few companies can afford it. Now there's a solution, an educational program from LTC Financial Partners, the nation's most experienced long term care insurance brokerage. The program costs the employer nothing while helping employees get the protection they and their families need.



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It's a win-win proposition all around. Through free guidance, employees learn how to protect their assets and livelihoods with sound long term care policies. They also learn about available tax breaks and employee discounts that make the coverage more affordable. Companies benefit through increased employee satisfaction and output. Cameron Truesdell, CEO of LTC Financial Partners, points to productivity losses that cost American industry an estimated 20 billion dollars per year. "Nearly a quarter of the workforce is called upon for some kind of caregiving," he says. "That takes time and attention from the job, and it's not necessary if there's insurance to provide professional care."

**(Photo Caption: LTC Financial CEO Cameron Truesdell.)*

The free help is called the Long Term Care Outreach and Education Program(TM), or LTCOEP(TM). It's provided by an army of 200 top experts mobilized by Truesdell's organization. The experts are on call to companies of all sizes – for presentations, question-answer sessions, and advice by phone. Information and a request form may be found at www.LTHotline.com

Organizations already taking advantage of the program include Weyerhaeuser, Brookstreet Securities, and Highmark Inc. of Pennsylvania.

"We're on a mission to make long term care insurance as common as auto insurance," says Truesdell. "Just about everyone needs it because we're living longer and we're more susceptible to downtime." In addition to offering live help, the 200 experts will supply information for company newsletters.

LTC Financial Partners works with affiliates in the financial and legal fields, and represents multiple leading carriers including John Hancock, MetLife, Allianz, Prudential, MedAmerica, Penn Treaty, Physicians Mutual, and UnumProvident.

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