

# Long Term Care Insurance Expert Featured on Lifetime Television's Balancing Act Show

*The interview, addressing a female audience, aired on January 13 and will be repeated February 3 and February 17.*

KIRKLAND, Wash., Jan. 13 (SEND2PRESS NEWSWIRE) – Long term care, often neglected in health care planning, became talk-show fare yesterday on Lifetime Television's Balancing Act show. Denise Gott, the featured expert, pointed out that it's never too early to start thinking about long term care for our loved ones. "Three in four will eventually need it," says Gott, Chairman of the Board of LTC Financial Partners, LLC (LTCFP), one of America's most experienced [long term care insurance](#) agencies.

The segment – "Protecting You & Your Family from Financial Catastrophe – The Importance of Long Term Care" – aired today at 7:30 a.m. (Eastern/Pacific) and 6:30 a.m. (Central/Mountain). It will be repeated February 3 and February 17 at the same times.

Gott touched on the following topics, among others:

- Home health care services
- Assisted living facilities and nursing homes
- The limits of Medicaid and Medicare
- The need for long term care insurance
- How to choose the right insurance plan and when to buy.

Video link to Denise Gott on Balancing Act (Flash):

[thebalancingact.com/BA\\_video\\_player\\_embed\\_2009.swf?v=MP63ITQIX01290](http://thebalancingact.com/BA_video_player_embed_2009.swf?v=MP63ITQIX01290).

"Women in particular need to plan," says Gott. "Even if they never need long term care themselves, they're the default care givers for their spouses, aging parents, and other loved ones. The right insurance, paying for professional care, lets them have a life."

"Appearing on the Balancing Act is a special privilege," she says. "It gives me the chance to help millions of women address a critical issue." The Balancing Act is billed as "America's only morning show that's about women, for women, and trusted by women."

More information is available from the LTC Hotline – [www.ltchotline.com](http://www.ltchotline.com) – run by Gott's organization. A video recording of the segment is also available there.

News issued by: LTC Financial Partners, LLC



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