

# LTC Financial Partners Selected by American Senior Benefits Association to Provide Long-Term Care Education and Insurance

KIRKLAND, Wash., Nov. 17, 2011 (SEND2PRESS NEWSWIRE) – Today the American Senior Benefits Association (ASBA) announced the selection of LTC Financial Partners, LLC (LTCFP) to provide long-term care education and insurance for members and their families. The aim of the ASBA Long-Term Care Insurance Program is to supply education on the financial risks associated with long-term care and how a long-term care insurance policy can transfer these risks from a member's assets to that of an insurance carrier.

LTC Financial Partners is one of the nation's largest and most experienced long term care insurance agencies. "People need to learn why long-term care protection is important and what their options are," says Cameron Truesdell, LTCFP's CEO.

Aging baby boomers will significantly impact the potential demand for long-term care services in the decades ahead. According to research by Prudential Financial, over the next 20 years the number of Americans age 65 and older will more than double to 71 million, comprising roughly 20% of the U.S. population. According to the U.S. Department of Health and Human Services, about 70% of seniors over age 65 will need some type of long-term care. This year, that number is expected to be more than nine million Americans. By 2020, it could exceed 12 million, with nearly every American likely to have a family member or close relative who needs care at some point.

"We want to show ASBA members and their families how to plan and pay for long-term care affordably," says Truesdell.

Bill Hill, Sr., ASBA President and Chairman of the Board, says, "We are excited about working with an industry leader like LTCFP. This partnership will enable us to offer members a customized long-term care insurance program with a focus on consumer education. We believe it's the perfect complement to ASBA's other solutions-based programs and services."

With offices nationwide and nearly 550 experts available, LTC Financial Partners is breaking new ground in the long-term care field. "We're using multiple, broad means to empower people," says Truesdell. "We're doing it in person through seminars and meetings; over the phone through individual counseling; via the Internet through text and video; and through publications and distribution of facts to the media. We are committed to helping people live life fully and completely with dignity, comfort and independence without financial burden."

More information is available at <http://www.ltcfp.com> . LTCFP is a co-founder

and sponsor of the “3 in 4 Need More” campaign, run by the 3in4 Association.

The American Senior Benefits Association (ASBA) is a 501(c)(3) not-for-profit association where membership is completely free. ASBA is committed to lifestyle enhancement through benefits, advocacy and education for the over-50 population. ASBA concentrates its efforts on the issues that are of greatest concern to its members. Through its partners and programs, ASBA members receive news and information, product and service discounts, as well as other benefits. Current ASBA membership stands at over 739,000 nationally.

– Photo Caption: LTC Financial CEO Cameron Truesdell.

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