

# Long Term Care Insurance Marketer Wins Coveted 'Social Media Rockstar' Finalist Award

OVERLAND PARK, Kan., April 11, 2012 (SEND2PRESS NEWSWIRE) – [Long Term Care Associates](#) (LTCA), a member of the [National LTC Network](#), was recently announced a finalist in the “Social Media Rockstars – Organizations” category of SENIORHOMES.COM 2012 BEST OF THE WEB AWARDS. The contest sought to identify the most valuable resources across the web for seniors, caregivers and industry professionals in 10 categories, and was judged by a panel of leading experts in the senior living industry.

“LTCA has been a groundbreaking industry leader in social media, so it’s great to see their work recognized by SeniorHomes.com,” commented Terry Truesdell, President and CEO of the National LTC Network ([www.nltcn.com](http://www.nltcn.com)).

“Here at [LTCA](#) we’ve been building our Twitter presence for nearly 3 years. Because of its intimacy and immediacy, I identified Twitter as the perfect platform to assist not only our producers, but also consumers and other professionals looking for information on long term care planning,” said Stephen D. Forman, LTCA’s Senior Vice-President & Social Media Brand Manager. “I feel optimistic about our strategy, since we recently achieved the milestone of surpassing the 99.99 percentile rank by Followers and established ourselves as THE online source for high-quality long-term care content.”

SeniorHomes.com reports that they received more than 450 nominations. Judges considered criteria including 1) Quality of writing, 2) Accuracy and insight, 3) Navigation and design, 4) Breadth and depth, and 5) Engagement with, and Number of Followers.

## **About LTCA:**

With roots dating back to 1974, [Long Term Care Associates, Inc. \(LTCA\)](#) has now entered its 5th decade focused exclusively in the LTC insurance marketplace. Headquartered in Bellevue, Wash., the company is proud to service over 5 million members of sponsoring organizations, and count the claim payments to its clients in the tens of millions of dollars. LTCA can be followed on Twitter [@ltcassociates](#).

## **About the National LTC Network:**

Since 1994, [The National LTC Network](#) has been a leader in long term care insurance distribution. The Network counts among its member firms some of the most respected and successful firms in the industry. Members include trailblazers in workplace sales, association sales, and traditional individual sales.

## **About Contest Sponsor SeniorHomes:**

SeniorHomes ([www.seniorhomes.com](http://www.seniorhomes.com)) is a free resource for people looking for

senior housing or senior care for a loved one or themselves. SeniorHomes features expert-written articles and a comprehensive directory of care options.

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