

# Leading Advisors Promote November as Long-Term Care Month in Seven Different Ways

NAPLES, Fla., Nov. 18, 2013 (SEND2PRESS NEWSWIRE) – Long-term care experts across America are giving a boost to seven awareness campaigns that seek to join Thanksgiving at this month's table of caring. The experts are state-certified agents with LTC Financial Partners, LLC (LTCFP), one of America's largest and most experienced long-term care insurance agencies.

"All seven campaigns are very worthwhile," says Janet Washburn, an LTCFP Partner and National Trainer, based in Florida. "They're all needed because they all address, in their own particular way, the need for long-term care planning." With the nation's attention focused on the Affordable Care Act, insufficient LTC planning is an almost invisible elephant in the room, Washburn asserts.

Various associations and agencies have designated November as "awareness month" for their cause.

The ones identified by LTCFP as worthy and focused substantially or in part on long-term care include –

- \* Long Term Care Awareness Month,
- \* National Home Care Month,
- \* National Family Caregivers Month,
- \* National Hospice and Palliative Care Month,
- \* National Alzheimer's Disease Awareness Month, and
- \* Warrior Care Month.

Yet another LTC awareness program (number seven, this one year-round) is the 3 in 4 Need More campaign – <http://3in4needmore.com/> – run by the 3in4 Association.

LTCFP is founding sponsor of 3in4; and this July Washburn was appointed to the advisory board, serving alongside 23 other industry leaders. The organization is running awareness seminars in California in collaboration with the California Partnership for Long-Term Care.

The seven separate campaigns may at first seem far-ranging, "but they all boil down to one important thing," says Washburn. "That's the huge gap in long-term care planning." She points out that most of us don't have a way to pay for long-term care. "Health insurance doesn't cover it, Medicare doesn't either, and few of us have enough savings or assets to pay for it."

The problem is especially acute because it's so widespread. "It affects almost everyone," says Washburn. "Personally or financially most will be hit by it at some point, almost for sure. We'll either need long-term care ourselves, or we'll be called upon to provide care for someone else."

While all seven campaigns focus on the long-term care problem, two of them – Long Term Care Awareness Month and the 3 in 4 Need More campaign – do so universally. The other five specialize in some facet: the location of care (home or hospice), condition requiring care (cognitive dysfunction), or a population segment with a special need for care (returning veterans).

One of the seven focuses not on those who need care but on family members who are called upon to provide it, often risking their own health or financial security.

LTCFP supports the objectives of all seven campaigns. “They offer something worth talking about at the Thanksgiving table,” says Washburn.

While the campaigns focus on the underlying problem, Washburn’s organization provides across-the-board solutions. These include long-term care insurance, annuities, life insurance with LTC riders, reverse mortgages, and critical illness insurance.

**Information is available from the following LTCFP solution experts:**

CA: Phyllis Solgere  
CA: Sarah Fisher  
CA: Petra Petry  
CA: Art Neibrief

CT: Larry Golfin  
CT: Steve Foss  
CT: Leonard Wik

FL: George Braddock  
FL: Janet Washburn

GA: Belen Hickman  
GA: Amy Pollock

ID: Linda Hicks

IL: Robin Frank

IN: Kirk Bennett

MI: Tom Varner

MN: Jennifer Ragborg

MO: Wendy Rinehart  
MO: Keith Eisberg

NE: Larry Heinert  
NE: Larry Neuwirth

NJ: Michael B. FitzPatrick  
NJ: Richard Landau

NJ: James Cundari

NY: Steve Brefere

NY: Virginia Lee Kintz

NY: Sheila White

NY: Jennifer Lenihan

NY: Susan Lenihan

NY: Jay Charno

NY: Gene Cutler

NY: Michael Robinson

NY: Ronald Brie

NY: Dana Dee

NY: Ray Donnelly

NY: Peter Molnar

OH: Thomas Hodges

OH: John Cullen

OH: Pattianne Baran

OH: Brenda Gray

OR: Diane Steeves

PA: Kevin Bressler

PA: Cathy Allen

SC: Madeline Wade

TN: Mark Wardell

TX: Bill Holland

TX: Kay Nettles

TX: Kat Roebuck

TX: Kim Beckham

VA: Linda Sotirion

VA: George Polizos

VA: Patricia O'Neill

VA: Michael Zuchowski

VT: Tod Warner

WA: Christine Khemis

WA: Lucille Smith.

**About LTC Financial Partners, LLC:**

LTCFP – <http://www.ltcfp.com/> – serves employee groups and associations as well as individuals. The solution experts are led by Mark Goldberg, National Sales Manager. Goldberg serves as director and officer of the 3in4 Association.

\* Photo Caption: LTCFP Partner and National Trainer Janet Washburn.

News issued by: LTC Financial Partners, LLC



Original Image: [https://www.send2press.com/wire/images/13-1118-washburn\\_400x300.jpg](https://www.send2press.com/wire/images/13-1118-washburn_400x300.jpg)

# # #

Original Story ID: 2013-11-1118-002 (9073) :: Leading-Advisors-Promote-November-as-Long-Term-Care-Month-in-Seven-Different-Ways\_2013-11-1118-002

Original Keywords: Janet Washburn, long term care month, thanksgiving, national home care, family caregivers, hospice care, palliative care, alzheimers disease awareness, warrior care, november, 3in4 need more campaign, FLORIDA BUSINESS LTC Financial Partners, LLC Naples Florida NAPLES, Fla.

Alternate Headline: Thanksgiving Faces Competition as Seven Separate LTC Healthcare Awareness Campaigns Seek National Attention

**NEWS ARCHIVE NOTE:** this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Mon, 18 Nov 2013 07:00:01 +0000

Original Shortcode for Story: <http://i.send2press.com/3>