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Long Term Care Information Via Web and Phone; New Websites, Manned by State-Licensed Field Underwriters, Will Deliver Facts on a Complex Issue

Posted on : Wed, 28 Feb 2007 12:34:00 GMT | Author : LTC Financial Partners LLC
 News Category : PressRelease



KIRKLAND, Wash., Feb. 28 /PRNewswire/ -- A "web of websites," announced today, will dispense factual information about a form of protection that puzzles many Americans: long term care insurance. Developed by LTC Financial Partners LLC, the nation's most experienced long term care insurance brokerage, the websites will offer the information in textual, graphic, video, and live format. Each website will be manned by a state-licensed field underwriter who is ready to answer questions by phone or email.

*(PHOTO: Send2Press.com/mediaroom/07-LTC-Truesdell_72dpi.jpg) *
 (Photo Caption: LTC Financial CEO Cameron Truesdell.)

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"Our new websites, combined with real-time field underwriters, will solve a big problem," says Cameron Truesdell, CEO. "Sound, impartial LTC information is very hard to come by. When people search online, they usually find agents who represent a single carrier. Or they run into lead-generation systems that get their names and sell them to multiple agents." Even when people turn to a trusted third party, they may get limited information, Truesdell asserts. "One major association offers a one-size-fits-all policy from a single carrier; and the information they dispense is limited to that."

The new "web of websites" is designed to be impartial as well as authoritative and responsive. Each site will offer easy-to-understand facts on --

* Why long term care insurance is needed, * The many health and financial problems that the insurance can solve, * Policy types and options, * Tax incentives that can make premiums more affordable, * Benefits for business owners and employers, * And other issues such as using a policy to maintain lifestyle and assets.

In addition, the sites will serve as funnels of information from multiple A-rated LTC insurance carriers including MetLife, John Hancock, MedAmerica, Allianz, Penn Treaty, Physicians Mutual and Prudential Financial.

In addition to reading or viewing web-based material, visitors may request free guides in printed or downloadable form.

"But the most important information," says Truesdell, "will be the real-

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time expertise of the state-licensed field underwriter who mans each site." Questions may be general or specific. "For example," says Truesdell, "we expect most people to ask at some point which policy is right for them. Our field underwriters will then tap into a computerized system that compares multiple policies from multiple carriers and takes legal and financial factors into account."

The "web of websites" will begin with 90 sites covering all parts of the country. "We'll add more sites over the next few months," says Truesdell. "Our total organization has over 250 field underwriters, and we expect most of them to start manning sites by the end of the year."

LTC Financial Partners LLC

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