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Search Site

Search Archive

- Home**
- News**
- SportsDay**
- Business**
- Entertainment**
- Lifestyles**
- Opinion**
- More Features**
- Multimedia
- Photography
- News on Demand
- Blogs/Chats/Forums
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- Weather
- Cars**
- Jobs**
- Homes**
- Classifieds**
- Advertising
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Long Term Care Insurance Agents Become Educators, a New Trend

KIRKLAND, Wash., Sept. 15 /PRNewswire/ -- Most people hate sales pressure, especially from the likes of insurance-company representatives. And for complex decisions like selecting a long term care policy, "people need lots of information and time to consider the facts," says Cameron Truesdell, CEO of LTC Financial Partners, LLC, the nation's most experienced long term care insurance brokerage.

* (PHOTO: Send2Press.com/mediadesk/0906-LTCCam_72dpi.jpg)

* (Photo Caption: Cameron Truesdell, CEO of LTC Financial Partners.)
So Truesdell's organization is leading the industry by doing a 180.

It's turning to education as a means of informing the public prior to consideration of policy options. "Long term care insurance is so vital, and the factors surrounding it are so complicated, people just aren't ready to look at specifics," says Truesdell. "So we're separating the learning step from the decision step. People want background information, answers, and time to think about it. So we'll be giving them the facts in public presentations, seminars, and briefings."

The informational events are part of a comprehensive national program called the Long Term Care Outreach and Education Program (or LTCOEP(TM)), now being implemented at major organizations including Weyerhaeuser Corporation. LTC Financial Partners recently held a three-day conference in Banff, Canada, to brief agents on extending LTCOEP(TM) from its big-company roots to all organizations: small companies, associations, service clubs, church groups, and others. Agents honored at the event included Amy Pollock, Andy Rosenbloom, Bill Bargfrede, Bill Kitchin, Bob Miller, Bobbi Schawaeber Foster, Carol Guilbault, Cherie Bramley, Christine Crowley, Christine Khemis, Curt Horowitz, David Pahl, David Rinehart, Deb Christensen, Denise Gott, Elizabeth Stein, Gary Melnikoff, Gene Cutler, Howard Gottlieb, Howard Snyder, James Perry, Jeff Napel, Jim Valentine, John Cullen, Kevin Bressler, Larry Golfin, Lee Francia, Mario Sestito, Nancy Evale, Pattianne Baran, Paula Taylor, Penny Gilbert, Rhonda Guilin, Richard Herman, Rich Horowitz, Richard Landau, Rich Levine, Rob Cohen, Ron Brie, Shela Anmuth, Shelly Kapfhammer, Steve Peskin, Steve Brefere, Steve Meyers, Sue Varenchik-Martz, Todd Grove, Tod Warner, Virginia Kintz, and Wendy Rinehart.

Any local company or group may request one of the informational events, which may take the form of a talk, Q&A session, executive briefing, or training seminar. Following one of the informational events, individuals may request private conferences to review specific policy options, "if and when they're ready," says Truesdell. Truesdell and his 200-plus specialists do not represent a single insurance carrier. Rather, they help companies and individuals select the best A-rated carrier for their situation.

One of the educational events may be requested at any of 200-plus locations throughout the country. A list is available at -- <http://www.eranova.com/LTCEP/ltcfree.htm> .

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Table of Contents

- News**
- City-by-City
 - Collin County
 - Education
 - Science/Medicine
 - Local
 - Nation
 - Neighbors
 - Special Reports
 - Texas/Southwest
 - Washington/Politics
 - World
- Business/Technology**
- Business/Technology
 - Personal Finance
 - Personal Technology
 - Real Estate
 - Scott Burns
 - Stocks/Quotes
 - D-FW Top 200

- SportsDay**
- SportsDay
 - Columnists
 - Cowboys/NFL
 - Rangers/MLB
 - Mavericks/NBA
 - Stars/NHL
 - Colleges
 - High Schools
 - Golf
 - Motor Sports
 - Olympics
 - Other Sports
 - Pro Soccer
 - Ski Reports
- GuideLive/A&E**
- GuideLive/A&E
 - Crossword
 - Garfield Games
 - Herman

- Lifestyles**
- Lifestyles
 - Consejos
 - Dear Abby
 - Family
 - FID Shops
 - FID Luxe
 - Healthy Living
 - Home
 - Solutions
 - Sunday Life
 - Taste
- Special Interests**
- Automotive
 - Break Room
 - Obituaries
 - Opinion
 - Pets
 - Photography
 - Religion

- Other Features**
- Can't Find it?
 - Columnists
 - E-cards
 - Forums
 - Lottery
 - Newsletters
 - Desktop News
 - Mobile Media
- The Dallas Morning News**
- Subscriber Services
 - The Front Page (.pdf)
 - DMN Front Page Stories
 - Newspaper Ads
 - Submit A Celebration Ad
 - View Celebrations
 - Advertise With Us
 - DMN Archives
 - Obituary Archives
 - Jobs

- Related Sites**
- AIDiaTX.com
 - Community
 - DentonRC
 - DiscoverDFW
 - GuideLive
 - Quick
 - TXCN
 - WFAA
 - Texas Almanac
 - Belo Interactive
- Premium Site**
- CowboysPlus.com
- Marketplace**
- Front Page Store

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