

Wednesday, November 01, 2006



**Send2Press**  
Press Release Writing, Distribution & Media Relations since 1983

PRESS RELEASE DISTRIBUTION | PRESS RELEASE WRITING | ORDER SERVICES

Services & Price List | Clients & Testimonials | About Send2Press | How-to Articles | Affiliate Program | Journalist To

"I needed a marketing partner who understood my business... Send2Press gave me sound advice and effective solutions."

[More >](#)

Site Search:

Translate Page: [English to Spanish](#)

[RSS](#) [FULLTEXT](#) [RSS](#) [SU](#)

[U.S. and World News](#) : Employment, HR and Outsourcing News

[» View Menu of New](#)

# New Profit-Boosting Tool for Human Resource Managers - Long Term Care Educational Program that Could Add Millions to Bottom Lines

Published: Tue, 31 Oct 2006, 13:29:00 GMT  
 Edited by [Chris Simmons](#)

[EMAIL PAGE](#) [PRINT PAGE](#) [SOCIAL OPTIONS](#)

KIRKLAND, Wash. - Oct. 31, 2006 (SEND2PRESS NEWSWIRE) -- A new tool called the LTC Outreach and Education Program(TM) (LTCOEP(TM)) promises to help human resource managers change their departments from cost centers to profit centers. The program does its bottom-line magic by helping employees cope with the productivity-draining prospect of caring for family members, such as aging parents, who can no longer care for themselves. LTCOEP(TM) is available free to companies of all sizes from LTC Financial Partners LLC, the nation's largest and most experienced independent long term care insurance brokerage.



[www.Send2Press.com](http://www.Send2Press.com)

"Companies are suffering big losses due to caregiving demands on their employees," says Dan Cahn, Senior Vice President of Business Development for LTC Financial Partners. "The losses, mostly through reduced productivity and absenteeism, are completely unnecessary," Cahn asserts. "Professional caregivers should be performing the care tasks, freeing employees to focus on their work. That's where our program comes in."

*\*(Photo Caption: Dan Cahn, Senior VP of LTC Financial Partners.)*

How big are the losses? Large companies are losing tens of millions each every year, says Cahn, basing his estimates on a 2006 study conducted by the MetLife Mature Market Institute(r). Small and medium companies are losing from thousands to hundreds of thousands, depending on their size and labor rates, Cahn estimates. "These losses are completely

— ADVERTIS  
[Promote Your Com and on This](#)  
 Press release services from Expert PR staff. Targeted solut

### Featured Send2Pre

• [Audio travel guides offer American tourists:](#)

•SoundC with a co Rome, P can be d mobile p for guide

### News Index

- [U.S. and World News](#)
- [Advertising and Marketing](#)
- [Aerospace and Aviation](#)
- [Agriculture and Farming](#)
- [Auto and Motorsports](#)
- [Banking and Finance](#)
- [Business](#)
  - [Earning](#)
  - [Announcements](#)
  - [Management](#)
  - [Changes](#)
  - [Mergers and Acquisitions](#)
  - [Product Launches](#)
  - [Public Companies](#)
  - [Reports and Studies](#)
  - [Retail and Franchise](#)
  - [Funding and](#)

unnecessary and can be reversed through our program," he says. The losses all relate to reduced output. "Care demands make employees get to work late, leave early, or take leaves of absence. Often the demands are so great that a valuable employee has to take a less demanding position with the company."

Information on LTCOEP(TM) is available at the LTC Hotline, run by Cahn's organization: <http://www.ltchotline.com/ltcoep.html>. There's also a calculator that lets individual companies estimate their losses and potential gains.

**MORE ABOUT LTCOEP(TM):**

The LTC Outreach and Education Program(TM) is a turnkey educational solution designed for human resource departments and/or managers or owners of smaller organizations. LTCOEP(TM) guarantees every employee, family member and retiree access to a long term healthcare specialist to explain the options for long term healthcare planning. "Most employees believe their current healthcare plan and/or Medicare covers this cost, which is far from accurate," says Cahn.

A company's top managers are equally uninformed, Cahn claims. "And losses at the top are great," he says. Bottom-line losses, when senior managers get distracted by a family member's care needs, include loss of focus, absenteeism, and poorer supervision. Some top managers even take early retirement to care for a debilitated parent or spouse. "This can really hurt a company," says Cahn. "It is widely known in the HR community that the replacement cost of a professional is \$70,000, covering recruiting, training and lost-opportunity costs. And if the senior person is critical, the company's whole trajectory can be undermined."

In the LTCOEP(TM) program, "employees learn that it is not IF a family member will need care, but WHEN," says Cahn. "And they learn what their options are so the planning process starts before the fact, not after." He says that long term care insurance is one solution but not the right solution for everyone, "but learning about all the options is right for every employee and their family members."

"Companies don't have to pay us for any of the educational materials we use, and they don't have to provide any company resources," says Cahn. "All they need to do is make our education available to their employees, and we do all the rest."

LTCOEP(TM) consists of multiple options for printed, electronic and online interactive materials; seminars or group meetings in webinar format; and individual meetings to help employees with sound long term care planning. Human resource managers and owners of smaller businesses may request information at -- [www.ltchotline.com/ltcoep.html](http://www.ltchotline.com/ltcoep.html).

**NEWS SOURCE:** LTC Financial Partners



Send2Press® is the originating wire service for this story.

For questions about this story, contact: [LTC Financial Partners](#)

» [Read More Employment, HR and Outsourcing News](#) » [Other News](#)

IMPORTANT: For information about the organization(s) mentioned in the above news article, please contact the news "source" and/or the company(s) in the news article, and not Send2Press.

**READER RESOURCES**  
 » [E-mail This Article](#) » [Printer-Friendly Version](#)  
 » [Choose RSS News Feeds by Topic](#)

- [Investment](#)
- [Alliances and Partnerships](#)
- [Government](#)
- [Procurement](#)
- [Patent and Trademark](#)
- [Investment Services](#)
- [New Locations and Growth](#)
- [Awards and Honors](#)
- Communication Arts**
- [Fine Art and Artists](#)
- [Graphic and Web Design](#)
- [Journalism and Writing](#)
- [Photography](#)
- [Printing and Packaging](#)
- Computing**
- [Mobile Computing and PDA](#)
- [Hardware and Peripherals](#)
- [Networks and Encryption](#)
- [Software](#)
- [Biometrics and Bioware](#)
- [Support and Warranties](#)
- [Events and Shows](#)
- Construction and Building**
- [Architecture](#)
- [Interior Design and Furniture](#)
- [Business Services](#)
- [Building Products](#)
- [Building Projects](#)
- Education and Schools**
- Electronics**
- Employment, HR and Outsourcing**
- Energy, Oil and Gas**
- Entertainment**
- [Acting and Modeling](#)
- [Books and Publishing](#)
- [Consumer Electronics](#)



Share this content with your social network:



» [Permalink for This Article](#)

[ <http://www.send2press.com/newswire/2006-10-1031-001.shtml> ]

» [More Employment, HR and Outsourcing News](#) » [Top of Page](#) » [Home](#)

### JOURNALIST RESOURCES

Media Copy of Original Press Release:

[PLAIN TEXT FORMAT \(UTF-8\)](#) [PDF FORMAT](#)

» [Weekly E-Mail News Summary](#) » [RSS Feeds by Topic](#)  
 » [Add Our Headlines to Your Site Automatically \(FREE\)](#)

Find More News Content About  
 LTC Financial Partners

Site Search:

### OTHER RESOURCES

**Business Tools:**

- » [Send Your News to the Media](#)
- » [Targeted News Distribution](#)
- » [Press Release Writing and Editing](#)

**Webmaster Tools:**

- » [Add Our Headlines to Your Website](#)
- » [Join our Affiliate Program](#)

— ADVERTISEMENT —

### TERMS OF USE

This article is Copr. © 1983-2006 Neotrope/Send2Press. Reproduction of this news article version requires written authorization. You may freely link to this article. Journalists (see the section ["Journalist Resources"](#) above) may use orig. news release as the basis for an article. News Websites may republish the "news release" text version linked to above under "Journalist Resources" except must retain "Send2Press Newswire" as the source of this news if used verbatim. Websites which offer/sell PR or newswire services, or web promotion services, or "splogs" may NOT reprint our content. [Send2Press Newswire](#) is a service mark of, and "Send2Press" is a registered trademark of, Neotrope. [Creative Commons - Some Rights Reserved.](#)

**DISCLAIMER:** the above article is believed accurate but not guaranteed, and is based on business news supplied by the source (LTC Financial Partners). The noted source is solely responsible for its accuracy. Financial/Stock news may contain forward looking statements. Neotrope/Send2Press makes no claims of accuracy or suitability for any purpose. Any opinions expressed by representatives of company(s) mentioned in news and profiles are solely those of the person indicated, and do not reflect any opinion or policy of Neotrope or Send2Press. Your use of any information contained herein is done solely at your own risk, and you are fully responsible for using any information herein, or on sites mentioned or linked to in the article. All trademarks acknowledged.

REFERENCES: New Profit-Boosting Tool for Human Resource Managers - Long Term Care Educational Program that Could Add Millions to Bottom Lines, LTC Financial Partners, LTC Outreach and Education Program, LTCOEP, Dan Cahn, independent long term care insurance brokerage, help human resource managers change their departments from cost centers to profit centers, caring for family members, such as aging parents, Tue, 31 Oct 2006.

VIEWED BY MEDIA: 58 times (20 today, 58 this week, 20 this month, 58 this year)

## EMPLOYMENT, HR AND OUTSOURCING

- [& Gadgets](#)
- [Fashion](#)
- [Industry Services](#)
- [Music and Recording](#)
- [Industry](#)
- [Movies & Film](#)
- [Making](#)
- [Podcasting](#)
- [Pop Culture and Cool](#)
- [Stuff](#)
- [Radio and Internet](#)
- [Radio](#)
- [Television](#)
- [Theater & Live](#)
- [Events](#)
- [Video & Audio](#)
- [Video Games &](#)
- [Software](#)
- [Fantasy Sports and](#)
- [Trivia](#)
- [Online Publications &](#)
- [eZines](#)
- [Adult Entertainment](#)
- [Industry](#)
- [Environment and Ecology](#)
- [Family, Parenting and Children](#)
- [Food & Beverages](#)
- [Gambling & Casinos](#)
- [General Editorial](#)
- [African American](#)
- [Interests](#)
- [Holidays and](#)
- [Seasons](#)
- [Latino Interests](#)
- [Men's Interests](#)
- [Native American](#)
- [Interests](#)
- [Opinion &](#)
- [Commentary](#)
- [Senior Citizen](#)
- [Interests](#)
- [Offbeat](#)
- [Women's Interests](#)
- [Free Speech](#)
- [Brides and Weddings](#)
- [Government](#)
- [Elections & Politics](#)
- [Protests & Marches](#)
- [Awards & Events](#)
- [Ballots, Bills and](#)

[New Profit-Boosting Tool for Human Resource Managers - Long Term Care Educational Program that Could Add Millions to Bottom Lines](#)

[HotGigs Inc. Launches ContractCentral, Contract Workforce Management Solution](#)

[Techlink Northwest Announces Name Change to Protingent Staffing](#)

[New Employment Website Launches Focusing on the Healthcare Information Technology Segment](#)

[Jobs2Web Optimizes Jobs for Top Placement in Search Engines, Driving Candidates Directly to Corporate Career Sites](#)

[Electronic Signatures - deverus Speaking on 'The What, Why and How as it Relates to Background Checks'](#)

[deverus Introduces the Next Step in the 'deverus Instant Advantage' Program](#)

[Survey Tracks Salary Cuts and Other Trends](#)

[Look for Signals that your Job is in Jeopardy, says Career Management Firm Graham Holland](#)

[Techlink Northwest is Named to Entrepreneur Magazine's Hot 100 List for Second Year in a Row](#)

[LaborLawCenter, Inc. Assists Michigan Employers in Compliance With New Labor Law Postings Affected by the First Minimum Wage Increase Since 1997!](#)

[Hot New Company Profit Booster: Long Term Care Insurance](#)

[deverus Launches Updated Website Highlighting Business and Technology Services Unique to the Background Check Industry](#)

[Birmingham, AL Woman Business Owner Wins National Award](#)

[TedJob.com: Internet Job Search Leader Focuses on Higher Education](#)

[deverus Meets Growing Employer Demand through Expansion of State-of-the Art Background Check Services](#)

[Jeff I. Now \\$180,000 Partner in Online Testing Firm in Texas Serving the Hospitality Industry, Praises Several McKenzie Scott Partners' Resources](#)

[Jorge E. Accepts \\$125,000 Principal Consultant Post in Texas with Financial Institution Consulting Firm, Praises McKenzie Scott Partners' Job Market Access Center](#)

[Henry Y. Wins \\$75,000+ Director of Materials Management Post in Northeast with Manufacturer of Beverages and Beverage Dispensers](#)

[Noel U. Now \\$90,000++ VP Marketing & Purchasing for Maker of Packaged Ice and Ice Machines in Texas](#)

[Ralph L. Wins Promotion to VP Manufacturing and \\$15,000 Raise With Manufacturer of Plastic and Metal Prototypes in Midwest During Course of Positive Search](#)

[Christopher T. Accepts \\$132,000++ Practice Director Post with Computer Network Consulting Firm in Southern California](#)

[Trent D. Now \\$130,000 Software Engineering Manager in Upper Midwest with Manufacturer of Auto Diagnostic Equipment](#)

[Stanley Q. Now \\$80,000 Director of Facilities in Southern California for News/Media Company - Pleased With Compensation and Location, 'I Believe the Entire McKenzie Scott Partners' Package Was a Help'](#)

[Martin Y. Wins \\$70,000++ Area Sales Manager Position in Texas with Distributor of Packaging Supplies, 'Entire Experience Was Nothing Short of Remarkable - I Would Never Be In This Position Without McKenzie Scott'](#)

[Drew C. Wins VP Business Development Post with Potential for \\$260,000 Income, for Geotechnical/Environmental Engineering Firm in Mid-Atlantic States, Credits Understanding of McKenzie Scott Partners Approach and Resources](#)

[Connor Y. Now \\$150,000+ National Sales Director for Securities Brokerage Firm in Midwest, Credits McKenzie Scott Partners' Resumes and Letters](#)

[Kenneth Y. Now \\$114,000 National Sales Director in Mountain States for Life & Health Insurance Company - 'Solid Leader in the Small Business Health Insurance Market' - Praises McKenzie Scott Partners' Resources](#)

[Kurt S. Wins \\$100,000 CAD Director Position with Printed Circuit Board Engineering & Design Firm in Southern California, Praises McKenzie Scott Partners' Resume](#)

[Brent I. now VP Sales in Texas With Solar Energy / Electrical Power Firm 'Unlimited](#)

[Laws](#)

[Health, Diet & Fitness](#)

[Home & Garden](#)

[Insurance](#)

[Internet and Websites](#)

[e-Commerce](#)

[e-Marketing](#)

[New Websites](#)

[Online Shopping Sites](#)

[Web Hosting & ISPs](#)

[Web Software & ASP](#)

[Online Auctions](#)

[Directories & Portals](#)

[Dating & Social Networks](#)

[Blogs and Forums](#)

[Web Development & Outsourcing](#)

[Legal & Law](#)

[Manufacturing](#)

[Medical](#)

[Biotechnology](#)

[Devices & Research](#)

[Drugs & Pharmaceuticals](#)

[Hospitals & Nursing](#)

[Surgery & Neurotechnology](#)

[Private Practice & Medical Groups](#)

[Medical Business Services](#)

[Alternative Medicine](#)

[Long Term Care](#)

[Disabilities & 508 Compliance](#)

[Dentistry](#)

[Drug Rehabilitation](#)

[NonProfit & Charities](#)

[Police, Fire & Rescue](#)

[Real Estate](#)

[Religion & Churches](#)

[Restaurant, Hotel & Hospitality](#)

[Sciences](#)

[Astronomy](#)

[Nanotech](#)

**Earning Potential' - Calls McKenzie Scott Partners 'Truly The Most Professional Marketing Group I Have Ever Worked With'**

- » [View All News Channels](#)
- » [Press Release Services](#)
- » [Send2Press Home Page](#)

**Safety & Security Solutions**

**Sports and Activities**

[Baseball](#)

[Outdoors & Camping](#)

[Ski & Snow Sports](#)

[Water Sports](#)

[Boxing &](#)

[Weightlifting](#)

[Martial Arts](#)

[Football](#)

[Soccer](#)

[Basketball](#)

**Stamps, Coins and Collectables**

**Taxes & Accounting**

**Telecommunications & VoIP**

**Trade Shows, Fairs & Expos**

**Transportation**

**Travel & Tourism**

**US and World History**

**Veterinary & Pets**

**Boating, Marine & Maritime**

**Plastics & Composites**

**Weekly Summaries**

**Income Opportunities**

**Theme Parks & Attractions**

**Regional Events**

**Beauty Products**

## Latest Headlines

### U.S. and World News

[Incredible Discoveries Secures New Appearance on HSN for the Magic Juice Filter after Recent 'Sold-Out' Showing](#)

[Prime Companies, Inc. Successfully Consummates the Purchase and Acquisition of Certain Dental Insite, LLC Assets](#)

[MyHearPod Introduces an Amazingly Small Hearing Aid called HP Micro](#)

[Arclinea Boston Wins Two Qualified Remodeler Master Design Awards](#)

[Paladin Releases George Washington DVD Trilogy for Holiday Season](#)

[Fast-Growing Consulting Firm adds Chairman; Readies for Expansion, and Launches Strategic Partnerships](#)

[deverus, Inc. Announces the Purchase of Clickable Software and its Applicant Tracking Assets](#)

[New Science Fiction Genre Book, The End of Time](#)

[New Profit-Boosting Tool for Human Resource Managers - Long Term Care Educational Program that Could Add Millions to Bottom Lines](#)

[Media Advisory - Special Event at the Tempe Improv Benefits Homeless Pets](#)

[YMCA Canada East Selects The Active Network As Operations Management Software Provider](#)

[Cat Kidney Disease: Holistic Pet Care Can Help](#)

[Predicting Christmas Ornament Collecting and Buying Trends for 2006 and 2007](#)

[Los Angeles Infertility Center Recruiting Patients for In Vitro Fertilization \(IVF\) Study Offering Free Medications](#)

[Department of Homeland Security Violates Whistleblower Protection Laws](#)

[Internet-Enabled Consumer Telecom Services Will Generate \\$265 Billion Over Five Years, says Insight Research](#)

[Major Greenhouse Grower on Internet Auction Block - California Auctioneers to Liquidate Florida Nursery](#)

[PCS Revenue Control Systems Selects M2SYS Fingerprint Software to Provide Powerful Biometric Identification Technology for School Cafeterias](#)

[Vermont Ski Hall of Fame Inducts Billy Kidd and Warren Witherell](#)

[Technology and Entertainment Weekly Feature Summary for Week Ending Oct. 27](#)

[MyAdTV Free Service Helps Retailers to Convert Shoppers Into Customers](#)

[Dallas Infertility Center Celebrates First IVF Babies](#)

[FXstreet and FxBootcamp Host Non-Farm Payrolls Live FX Training Event](#)

[U.S. Facilities, Inc. Awarded Contract to Manage New Unified Communications Center in District of Columbia](#)

[MediQuin Announces New Service that Increases Medical Practice Profitability and Productivity](#)

[Bag-A-Bullet\(TM\) Launches Product Line that Protects School Children from Guns](#)

[Ingram and Associates Inc. - TermQuote\(R\) Expands Business to Include New](#)

**Resources for Ohio-based Seniors and Families**

**Brooklyn Writer Seeks to Expose Local Cult that Has Allegedly Destroyed His Life**

**HotGigs Inc. Launches ContractCentral, Contract Workforce Management Solution**

**Prime Companies, Inc. Successfully Consummates the Purchase and Acquisition of Certain Computer Resource Technologies, Inc. Strategic Business Assets Including Its Customer Base**

[Press Release Services](#) | [Compare News Distribution Plans](#) | [Agency Program](#) | [How to Order](#)  
[Price List](#) | [SEO+PR™ Services](#) | [Targeted Distribution Lists](#)  
[Client Testimonials](#) | [Recent Clients](#) | [About Us](#) | [Contact Us](#) | [Newswire Channels](#) | [Site Map](#)  
[Press Release Optimization](#) | [News About Send2Press](#) | [Podcasts](#)

[Free News Articles](#)