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Press Release

Source: LTC Financial Partners

## Webcast to Help Companies Cope With Absenteeism, Attrition, and Reduced Productivity Associated With the Aging of the American Workforce

Monday April 16, 6:30 am ET

KIRKLAND, Wash., April 16 /PRNewswire/ -- On April 24th at 1 PM (EST) LTC Financial Partners, the nation's most experienced long term care insurance brokerage, will sponsor a webcast titled "Helping Employees and Pre-Retirees: Managing Productivity and Finances."

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\*(Photo Caption: LTC Financial Partners Senior Vice President Dan Cahn.)

As the American workforce continues to mature, the inevitable increase in the need for long term care services threatens to undermine the productivity of many of our nation's employers. The impact due to working caregivers already costs businesses as much as \$34 billion a year, according to a recent survey by the National Alliance of Caregiving, a non-profit

coalition, and the MetLife Foundation.

Mature personnel, often the most valuable, are most susceptible to health and financial crises, but that's not all. "Many younger employees have family members who suddenly develop long term healthcare needs," says Dan Cahn, LTC Financial Partners Senior Vice President. "So the employees become part-time caregivers; this takes time and energy away from their jobs."

The webcast will probe the depths of the problem and present solutions. "Fortunately," says Cahn, "there are simple measures that cost the company little or nothing." This is important in today's highly competitive environment, he emphasizes.

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The webcast, a live online event, will be hosted by HR.com, the human resources portal. The moderator will be Florence Katz, an 18-year veteran of Mercer Human Resource Consulting, a global leader in HR support services and products.

Featured speakers will be Sally C. Hass, Employee Benefits Magazine, "Employee of the Year" from Weyerhaeuser; and Robert N. Bua, founder and CEO of CareScout, which offers America's first objective eldercare ratings system. Attendance at the webcast is appropriate for --

- \* Business owners
- \* Employers (human resource, benefit, and financial managers)
- \* Brokers and consultants serving companies
- \* Union representatives
- \* Representatives of health & welfare associations

Participants will learn --

- \* Future health, financial, career and intra-family risks to employees and retirees
- \* Employees' lack of preparation and what can be done to address the risks
- \* Potential/actual impacts on employers
- \* Available options for assistance
- \* The employer's roles and responsibilities

Participation in the webcast should be requested well in advance. Upon registering, each person will be sent an email with a link to test their computer. If the computer supports sound, the presentation will be broadcast at the appointed time. An alternative call-in number will be provided for those without the necessary equipment. Those who are not members of HR.com will receive free membership during the signup process. Participation may be requested at: <http://www.ltcfp.us/hr>.

This release was issued on behalf of the above organization by Send2Press®, a unit of Neotrope®. <http://www.Send2Press.com>

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