

- Special Edition – February 2007

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Long-Term Care Insurance Gaining Statewide Interest

Tennessee was recently selected as the 15th state to participate in a consumer education effort jointly funded by federal and state government to encourage consumers to plan for long-term care and consider long-term care insurance.

In early March, Tennessee Governor Phil Bredesen is expected to make an announcement regarding the importance of long-term care planning. The publicity will include sending a letter to all Tennesseans 45-65 concerning the importance of long-term care planning. That population represents 807,000 households or approximately 20 percent of the Tennessee population.

The experience of other state campaigns has shown that LTCI sales have increased as much as 15 percent as a result of this campaign. The campaign has prompted people to talk to an agent, review existing coverage and purchase LTC insurance.

Will your agency be ready to answer LTC questions from potential group and individual customers?

Do you know how pending legislation will further increase demand for LTC insurance?

If you answered no to these questions, don't miss your chance to hear from Phyllis Shelton, one of the nation's leading voices on long-term care insurance. Reserve your spot by using the attached form below and attend a BlueCross BlueShield of Tennessee broker seminar in March to receive valuable information such as:

- Sample prospecting letters and seminar invitation for employers and individuals
- Pre-qualifying questions for groups and individuals
- Sample ad
- Sales and product training dates
- Information on the Long-Term Care Partnership Program coming to Tennessee
- And much more!

To reserve your spot, please e-mail or fax your completed reservation form to Norma Cupp by Tuesday, Feb. 27. E-mail: norma_cupp@bcbst.com Fax: 423.535.3178