

Promising State Outreach Efforts

Speakers:

- David Guttchen, Director – Connecticut State Partnership
- Molly Huffstetler, Policy Analyst, Virginia Department of Medical Assistance Services
- Kim Malsam-Rysdon, Assistant Secretary, South Dakota Department of Health and Social Services

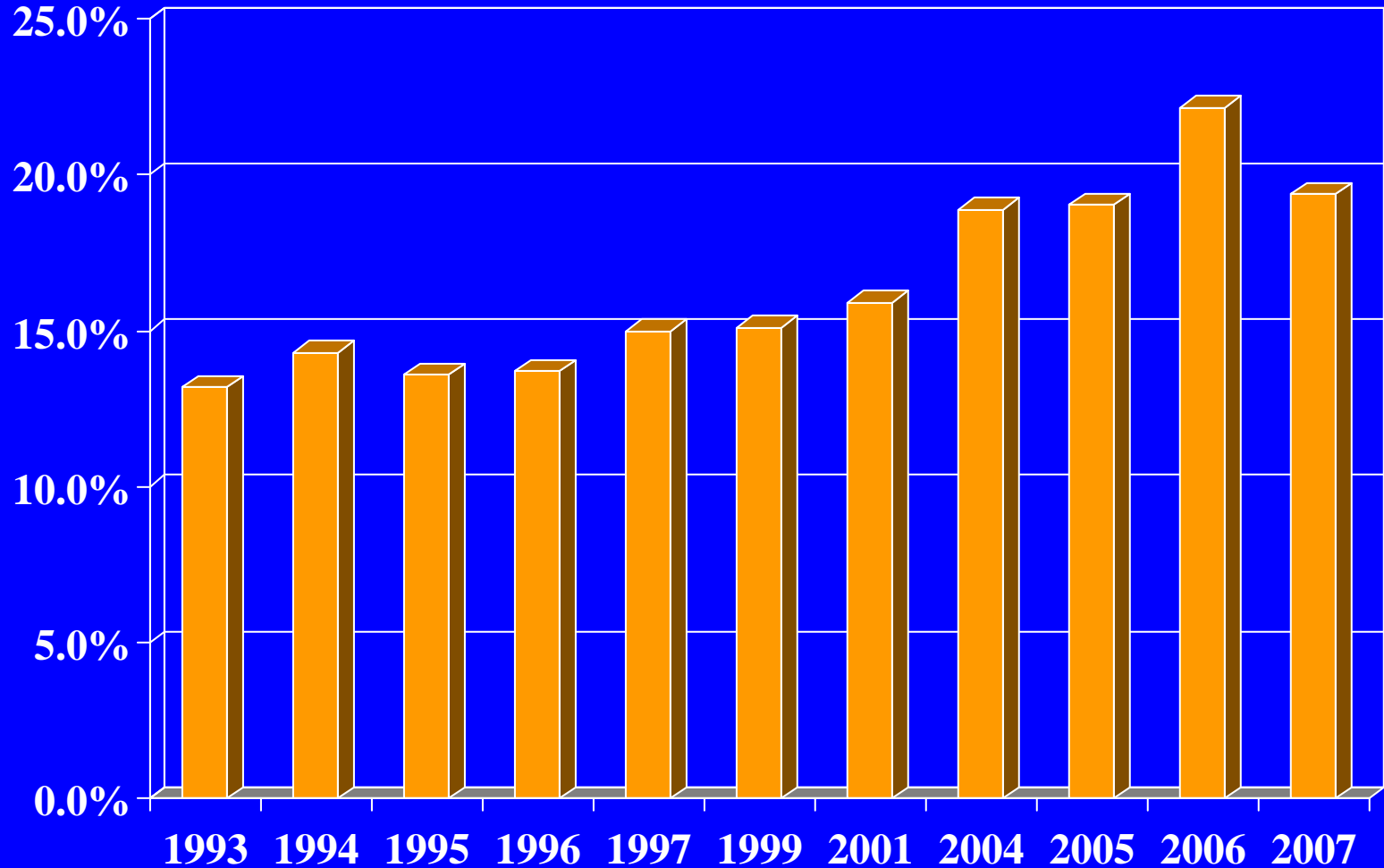
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Partnership States' Growing Market Share

■ % of LTCi policies sold in CA, CT, IN, NY



Strategies for State Outreach To Consumers

- Direct Mail: Own Your Future; industry-funded; state-funded
- Call centers: in-bound and out-bound (feedback); telecon
- Web-sites, including internet advertising (banner ads)
- Seminars (public; agt invitation; employer), town hall mtngs
- State agencies
- Radio & TV: PSAs; paid ads; interviews; celebrities; citizens
- Press releases & conferences, newsprint & interviews
- Take-me boxes
- Ads: bus, mall, billboards
- Thru ins. brokers, accountants, attorneys, employers, churches, etc.

Partnership Web-Sites for Consumers

- California: www.dhs.ca.gov/cpltc
- Connecticut: www.ctpartnership.org
- Indiana: www.in.gov/fssa/iltcp
- Kansas: www.ksinsurance.org/ltc
- Minnesota: www.mnltpartnership.org
- Missouri: www.ownyourfuture.mo.gov
- New York: www.nyspltc.org
- South Dakota: www.ltcpartnership.sd.gov
- Virginia: www.valtcpartnership.org

Partnership Consumer Web-Site Topics

- What is LTCi?
- What is the Partnership?
- Medicaid info
- Deciding what you need
- Finding carriers or brokers
- Brochures, etc.
- FAQ, tax, exchanges, resolving disputes, reciprocity, when to buy, statistics as to need & sales

Strategies for State Outreach To Employers

- Direct Mail
- Web-sites: CT, MN
- Seminars
- Press conferences and newsprint
- Through insurance brokers, accountants, attorneys, etc.

Strategies for State Outreach To Brokers

- Training: directing to key zip codes
- Direct mail
 - Lead generation
- Web-sites
 - Listing brokers?
- Seminars
- Newsletter
- Agent Advisory Council
- Through insurers

Partnership Web-Sites for Agents and Brokers

- California: www.dhs.ca.gov/cpltc
- Connecticut: www.ctpartnership.org
- Florida:
[www.myfloridacfo.com/agents/Memos/LongTerm
Care.htm](http://www.myfloridacfo.com/agents/Memos/LongTermCare.htm)
- Indiana: www.in.gov/fssa/iltcp
- Minnesota: www.mnltcpartnership.org
- Missouri: www.ownyourfuture.mo.gov
- New York: www.nyspltc.org
- Virginia: www.valtcpartnership.org