



# **CT Partnership for Long-Term Care** *Education & Outreach Efforts*

Presented by

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# CT Partnership

- First Partnership Program – launched in March 1992
- Importance of Robert Wood Johnson Foundation Funds – *Use of Public Relations Firm*

# Current Status

*as of 12/31/07*

- Policies Purchased – ***46,226***
- Policies in Force (Active) – ***36,265***
- Age at Purchase – ***Average of 58***

# Current Status

*as of 12/31/07*

- Number of Claimants – **765**
- Benefits Paid – ***over \$43 million – 96% of claims approved***
- Number of Claimants Accessing Medicaid – **48**
- Estimated Savings of Over **\$5.5 Million To Date**

# Lessons Learned

- Role of Insurers
- Agents as Partners
- Outreach to Younger Consumers
- Multiple Messages and Types of Outreach Needed – *Need for Professional Assistance*

# Public Education

- Key Role of the State
- Consumer Materials, Presentations, Trainings and Counseling

# Outreach Efforts

- Presentations – *Agent & State Sponsored*
- Website – [www.ctpartnership.org](http://www.ctpartnership.org)
- PSAs and Videos
- Media – *Radio, TV, Newspapers & Newsletters*

# Outreach Efforts

- Agent Training
- CHOICES Volunteer Training

# Focus Groups & Surveys

- Focus Groups of Consumers & Agents/Financial Planners
- Surveys of Those Purchasing, Dropping & Denied Policies
- Surveys of Forum Attendees
- Employer Conference

# Targeted Audiences & Messages

- Consumers – *reaching a younger audience – message of financial planning*
- Employers – *benefit to employee and family – reduced stress and increased productivity*
- Agents/Financial Planners – *Partnership expands the market for quality long-term care insurance*