

2015 Long-Term Care Solutions Sales Summit

Conference info: www.aaltci.org/2015summit/index.html

Virtual Broadcast info & sign-up: www.insuranceexpos.com/LTC-Solutions-Sales-Summit-2015-signup/

Program overview: A LIVE broadcast (television quality broadcast) of leading national experts speaking at the 2015 National Long-Term Care Solutions Sales Summit taking place in Washington D.C.

Target audience: Online viewing capacity is 5,000 simultaneous viewers. Access is free. No special equipment or downloads needed (just Internet access). Viewers can watch as little or as much as they like.

All Times Reflect Eastern Time Zone

8:15 AM - 8:50 AM **National Thought Leader Series**
TBD
A look at advocacy efforts and initiatives designed to meet older adults' needs and preferences related to long-term care needs and financing.

Industry Issues, Trends & Forecasts

9:10 AM **Broadcast Begins: Welcoming Overview Comments**

9:15 AM - 9:33 AM **Who Is Driving Long-Term Care's Future? Exploration Of Initiatives by Major Centers of Influence**
John Cutler, Architect of the Federal Long-Term Care Insurance Program, Co-Chair, Ntl. LTC Discussion Group

9:34 AM - 9:51 AM **Legislative Update & Outlook: The Latest Federal, State and NAIC Initiatives**
Rod Perkins, Vice President, Insurance Regulation, American Council of Life Insurers

9:52 AM - 10:09 AM **Are Current LTCi Policies At Risk Of Future Rate Increases?**
Roger Loomis, Principal & Director, ARC, Author of the Society of Actuaries' 2015 Study of Rate Increase Risk

10:10 AM - 10:28 AM **Long-Term Care Litigation: Recent LTC Insurance-Related Cases, Class Actions & Trends**
Stephen A. Serfass, Drinker Biddle & Reath LLP

10:29 AM - 10:39 AM **Sponsored Message: Genworth**

Marketing & Selling Traditional LTC Insurance Solutions

10:40 AM - 10:58 AM **The Right LTC Messaging To Get Their Attention And (More Important) Get Their Buy-In!**
Nancy Dykeman, CLTC, CSA, LTC Consultant, Plan Advisor, LTCI Partners

10:59 AM - 11:17 AM **Selling Traditional LTC Insurance To Single Women: Do You Know How To Really Sell It Today?**
Beth Ludden, Senior Vice President, Genworth Financial

11:18 AM - 11:36 AM **This Info Will Change The Way You Sell LTCI!**
Results of an industry study of LTC insurance claimants, amounts paid and duration of claims.

11:37 AM - 11:47 AM **Sponsored Message: John Hancock**

11:48 AM - 12:06 PM **Why Affluent Clients Still Need Long-Term Care Insurance**
Steve Cain, Principal, National Sales Leader, LTCI Partners, LLC

12:07 PM - 12:25 PM **Good, Better, Best; The Simple, Timely Sales Strategy That Works!**
Jesse Slome, American Association for Long-Term Care Insurance

12:26 PM - 12:36 PM **What Is Your Present or Future LTCi Book of Business Worth?**
Richard Pitbladdo, CEO, Commission Acceleration Corporation

12:37 PM - 12:47 PM **Sponsored Message: Transamerica**

12:48 PM - 1: 18 PM **National Economic Forecast: What's On Consumers' Minds As We Head Towards 2016**
Knight Kiplinger, Editor in Chief, Kiplinger Washington Editors, Kiplinger Personal Finance

Marketing & Selling Linked-Benefit LTC Insurance Solutions

- 1:19 PM - 1:37 PM **Financial Advisors: Your Planning Approach Is Incomplete! Now Finish The Job!**
Lawrence Moore, MBA, National Training Director, LTCi, John Hancock Insurance
- 1:38 PM - 1:56 PM **Five Winning Ways To Sell Linked Benefit Solutions; Different Approaches For Different Scenarios**
Shawn Britt, Director, Long-term Care Initiatives, Nationwide Financial
- 1:57 PM - 2:15 PM **A Financial Advisor's Guide To "LifeSpan' Long-Term Care Planning**
Kim Natovitz, CLU, The Natovitz Group
- 2:16 PM - 2:26 PM **Sponsored Message: Nationwide**
- 2:27 PM - 2:45 PM **The 5 Key Components of the New LTC Consumer Presentation**
Pattianne Baran, Master Long Term Care Specialist, LTC Experts
- 2:46 PM - 3:04 PM **Selling The "50-50" Ultimate LTC Plan: Using Both Traditional & Linked To Get Best of Both**
Jeff Merwin, CLTC, CLU, RHU, Capitol Metro Financial Services., Inc.
- 3:05 PM - 3:23 PM **Repositioning Qualified Monies To Fund Both Retirement & Long-Term Care**
Michelle Prather, Marketing Director, OneAmerica Care Solutions
- 3:24 PM - 3:34 PM **Sponsored Message: OneAmerica**

Online Marketing & Lead Generation

- 3:35 PM - 3:53 PM **Your #1-Ranked Internet Storefront: E-Z Ways To Create The Ultimate LinkedIn Profile**
Jesse Slome, National Award-Winning Marketing Professional
- 3:55 PM - 4:13 PM **Making A Virtual Sale Less Virtual; Success Strategies For Selling Remotely**
Matt McCann, Principal/Owner, Long-Term Care Planning Specialist, McCann Insurance Services
- 4:14 PM - 4:32 PM **Build Your Own Lead-Generating Website for \$100 (In Under 3 Hours)**
Jesse Slome, National Award-Winning Marketing Professional

Special Online Viewer Interactive Session

- 4:35 PM - 5:15 PM **Ask The Underwriters Panel: Responding to online viewers' queries.**
Moderator: David Hillelsohn, Brokerage Manager, Haslett Management Group
Participants: Valerie King, Staff Underwriting Consultant, Nationwide
 Sal Maiure, Underwriting Supervisor, LTC, Transamerica Life & Protection
 Steve Ramczyk, Senior Underwriting Director, John Hancock Long Term Care
 Susie Sughrue, Vice President, Individual Underwriting, OneAmerica