

## Why Attend the 14th Annual ILTCI Conference?

Each year the annual conference attracts a diverse attendance from the insurance, financial and various business sectors. A main objective of the conference is to provide an information sharing and collaborative environment for insurance regulatory authorities, insurance educational institutes, actuaries and other special groups with interest in Long Term Care Insurance. It is the organization's aim to ensure that the relationships and cooperative arrangements that are formed at these events will continue to blossom into ongoing endeavors to benefit the industry.

The Annual Intercompany LTCI Conference also includes a two-day exhibition, where you will have access to their products and services and a chance to speak with one of their representatives.

### Throughout the conference you have a chance to:

- **Education:** 42+ sessions featuring a high level of education and access to all the different 'parts' of the LTCI industry. Excellent mix of content with exceptionally qualified speakers.
- **Specialized Training:** CLTC Master Class, SOA Professionalism Course, Social Media, Online Sales, and more to be announced.
- **Networking:** Meet, collaborate and learn from more than 800 attendees and long-term care industry experts. Learn from best practices shared by the leaders in the industry.
- **Discover the Future:** Advances in technology are evolving to assure LTC patients receive needed services. Visit our Exhibition Hall and gather information on products and services. See what 2014 and beyond means to LTC & LTCI.

### Experience What Other ILTCI Conference Attendees are Saying:

- "I thought this was one of the best conferences ever"
- "Overall great opportunity for learning and meeting others in the industry"
- "Such a dedicated, quality achieving group!"
- "Excellent conference at a very important time in our industry's history"

### If you are in the following industry sectors you can't afford to miss this event:

- Insurance carriers, brokers, agents
- Managing general agents, brokers, agents
- Vendors and Technology Providers
- Benefits Directors
- LTC Contracts & Legislative Services
- LTC Marketers
- Anyone involved in Long Term Care Policies, Practices, Pricing, Claims, Underwriting
- Life/Health Actuaries
- President/CEO/Chairman/COO/Owner
- Health Insurance Specialist
- Director/Manager Marketing & Sales

Scan to download our  
Conference Mobile App



First-time Attendees only \$495!

Producer Scholarships also available for \$295!

## Keynote Speaker - Chris Gardner

Few stories are as inspiring and moving as motivational speaker Christopher Gardner's. Surmounting acute obstacles throughout his life, Christopher Gardner is an avid professional speaker, sharing with his audiences the keys to self-empowerment, and the message of beating the odds and breaking cycles. Gardner is also a passionate philanthropist committed to many charitable organizations.

The amazing story of Gardner's life was published as an autobiography, *The Pursuit of Happyness*, (Amistad/Harper Collins) in May 2006, and became a New York Times and Washington Post #1 bestseller. In paperback, the book spent over twenty weeks on the New York Times bestseller list and has been translated into fourteen languages. Gardner was also the inspiration for the movie "The Pursuit of Happyness," released by Columbia Pictures in December 2006. The movie is the #2 all-time domestic grossing drama. Will Smith starred as Gardner and received Academy Award, Golden Globe and Screen Actors Guild nominations for his performance. Gardner was an associate producer on the film.



Gardner's second book, *Start Where You Are: Life Lessons in Getting From Where You Are to Where You Want to Be* was published in 2009.

Born February 9, 1954 in Milwaukee, Wisconsin, Christopher Paul Gardner's childhood was marked by poverty, domestic violence, alcoholism, sexual abuse and family illiteracy. Gardner published his autobiography out of a desire to shed light on these universal issues and show they do not have to define you. Gardner never knew his father, and lived with his beloved mother, Bettye Jean Triplett (nee Gardner), when not in foster homes. Gardner is indebted to Bettye Jean for his success as she provided him with strong "spiritual genetics" and taught him that in spite of where he came from, he could chart another path and attain whatever goals he set for himself.

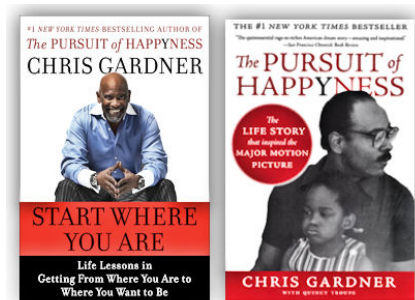
Gardner joined the Navy out of high school and then moved to San Francisco where he worked as a medical research associate and for a scientific medical supply distributor. In 1981, as a new father to son Christopher Gardner Jr., he was determined to find a career that would be both lucrative and fulfilling. Fascinated by finance, but without connections, an MBA or even a college degree, Gardner applied for training programs at brokerages, willing to live on next to nothing while he learned a new trade. Chris Jr.'s mother left and Gardner, despite his circumstances, fought to keep his son because, as he says, "I made up my mind as a young kid that when I had children they were going to know who their father is, and that he isn't going anywhere."

Gardner earned a spot in the Dean Witter Reynolds training program but became homeless when he could not make ends meet on his meager trainee salary. Today, Gardner is involved with homelessness initiatives assisting families to stay intact, and assisting homeless men and women who are employed but still cannot get by. It is estimated that 12% of the homeless population in the United States is employed; in some communities that estimate is as high as 30%.

Gardner worked at Bear Stearns & Co from 1983-1987 where he became a top earner. In 1987 he founded the brokerage firm Gardner Rich in Chicago from his home with just \$10,000. Gardner Rich LLC is an institutional brokerage firm specializing in the execution of debt and equity products transactions for some of the nation's largest institutions, public pension plans and unions.

Chris Gardner's aim, through his speaking engagements and media projects, is to help others achieve their full potential. His practical guidance and inspirational story have made him a frequent guest on CNN, CNBC and the Fox News Channel. He has been featured on "The CBS Evening News," "20/20," "Oprah," "Today Show," "The View," "Entertainment Tonight," as well as in People, USA Today, Associated Press, New York Times, Fortune, Entrepreneur, Jet, Reader's Digest, Trader Monthly, Chicago Tribune, San Francisco Chronicle, The New York Post and the Milwaukee Journal Sentinel, amongst others.

*This year's Keynote Speaker Sponsored by:*



# 2014 Conference Agenda

## Saturday, March 15th, 2014

CLTC Master Class - Part 1

8:00 AM to 6:00 PM

## Sunday, March 16th, 2014

Registration

9:00 AM to 7:00 PM

CLTC Master Class - Part 2

8:00 AM to 5:00 PM

Exhibitors Setup

12:00 PM to 3:00 PM

Pre-Conference SOA LTCI Section Council Meeting (open to all)

1:00 PM to 2:00 PM

SOA LTCI Section Think Tank Delphi Study

2:30 PM to 4:00 PM

Exhibit Hall Opening Reception

4:00 PM to 7:00 PM

ILTCI & SOA LTCI Section Networking Reception

7:00 PM to 9:00 PM

## Monday, March 17th, 2014

Networking Hot Breakfast

7:30 AM to 8:30 AM

Registration

7:30 AM to 5:00 PM

Keynote Speaker

8:30 AM to 10:30 AM

Breakout Sessions 1-7

10:45 AM to 12:00 PM

Exhibit Hall Lunch

12:00 PM to 2:00 PM

Breakout Sessions 8-14

2:00 PM to 3:15 PM

Breakout Sessions 15-21

3:45 PM to 5:00 PM

Exhibit Hall Reception

5:00 PM to 7:00 PM

Exhibitor/Sponsor Hospitality Events

7:00 PM to 10:00 PM

## Tuesday, March 18th, 2014

Networking Hot Breakfast

8:00 AM to 9:00 AM

Registration

8:00 AM to 5:00 PM

Breakout Sessions 22-28

9:00 AM to 10:15 AM

Breakout Sessions 29-35

10:45 AM to 12:00 PM

Exhibit Hall Lunch

12:00 PM to 2:00 PM

Breakout Sessions 36-42

2:00 PM to 3:15 PM

Future of the Industry

3:45 PM to 5:00 PM

Exhibit Hall Closing Reception and Prize Drawing

5:00 PM to 7:00 PM

Casino Night

7:00 PM to 10:00 PM

## Wednesday, March 19th, 2014

Networking Hot Breakfast

7:30 AM to 9:00 AM

Post-Conference SOA Professionalism Course

9:00 AM to 12:00 PM

Advanced Sales & Marketing Program for CLTC Designated Professionals

9:00 AM to 12:00 PM

Alzheimer's Disease: the What, the How and the Hope

9:00 AM to 12:00 PM

**Scan to download our Conference  
Mobile App and access full session  
and conference details.**



## Specialized Education & Training

### *Future of the Industry*

The long term care insurance industry is in a state of flux. Numerous companies have exited the market. Sales of long-term care insurance are on a downward trend. Distribution is shrinking. In-force premium increases dominate the headlines. This general session will focus on the present state of the industry, offer parallels to other industries who have weathered turbulent times and offer opinions and perspectives about what we all can do to reinvigorate this industry. This session will be held Tuesday, March 18th at 3:45pm.

### *Alzheimer's Disease: the What, the How and the Hope*

This two-part session will include:

**Alzheimer's - The Basics :** This section explores: the symptoms and effects of Alzheimer's disease and other types of dementia; how Alzheimer's affects the brain; causes and risk factors; how to find out if it's Alzheimer's disease; the benefits of early detection; how to address a diagnosis of Alzheimer's disease; stages of the disease; treatment; hope for the future and ways the Alzheimer's Association can help.

**Understanding the Latest In Alzheimer's Research:** Every week there is something in the news about Alzheimer's research, treatments or prevention. Join Heather Snyder, PhD. of the Alzheimer's Association 's Medical and Scientific Relations team to hear the latest in what is real and promising in the fight against Alzheimer's. This session will be held Wednesday, March 19th at 9am.

### *CLTC Master Class*

Harley Gordon will conduct a CLTC Master Class on Saturday, March 15 (8AM to 6PM) and Sunday, March 16 (8AM to 5PM). The 2-day course will review all the course material and prepare attendees to take the CLTC exam. There is no additional charge for the course material. There will be a \$100 fee to cover the cost of the CE credits and CLTC exam (and one exam retake, if necessary) paid at the time of the test.

Attendees that pass the CLTC exam will receive their CLTC designation upon passing that test. The course will qualify each attendee for 12-15 hours of state insurance department CE credits (depending upon student's resident state) as well as for CFP/PACE credits (a \$25 additional filing fee applies for recording CFP/PACE credits, if desired).

Regular full price tuition for the course is \$1,365. However, the ILTCI Conference will be subsidizing the course fee for any attendees of the ILTCI Conference, for an additional fee of only \$195.

Registration for the CLTC course can be completed when registering for the conference.

### *Advanced Sales & Marketing Program for CLTC Designated Professionals*

There will also be an Advanced Sales & Marketing Program for CLTC Designated Professionals on Wednesday, March 19th, from 9:00am – 12:00 pm for only \$49. The course will cover selling concepts that have changed how LTC insurance is sold and updated them and put them into sales and marketing ideas that will enhance your practice. Ways to talk to prospects that will connect you in ways not possible using existing sales principals. How to use Consultative Engagement, a sales philosophy that has changed how LTCi is sold.

Registration for the Advanced CLTC course can be completed when registering for the conference.

**BREAKOUT  
SESSIONS**  
At-A-Glance

	Monday, March 17 10:45am - 12:00pm	Monday, March 17 2:00pm - 3:15pm	Monday, March 17 3:45pm - 5:00pm	Tuesday, March 18 9:00am - 10:15am	Tuesday, March 18 10:45am - 12:00pm	Tuesday, March 18 2:00pm - 3:15pm
<b>Actuarial</b>		Advanced Actuarial Topics	How to Measure LTCi Volatility and Design Less-Risky Products	Rate Increase Topics	Morbidity Improvement and More Good Stuff	Actuarial Open Mic
<b>Alternative Products</b>	Current Alternatives - Short Term Care/Combination Products	Middle Market Success Stories	Short-term Planning for LTC	International Market	Home Equity Release Products	
<b>Claims &amp; Underwriting</b>	Claims Among Younger Insureds	Organic or Non-Organic? – An Update of Mental/ Nervous Disorders	What's the Right Time and Place for an Alternate Plan of Care?	Using Claim Data for Business Benefit	Provider Eligibility Field Underwriting – Finding the Elite Eight	Opposing Opinions or on the Same Page
<b>Legal, Compliance &amp; Regulatory</b>	Litipedia: How Recent Trends in LTC Litigation are Changing the Face of Risk	Privacy Requirements and Risks: A Proactive Approach	The Rise of Technology: Impact of Data Aggregation & Analysis on LTC Insurers	Watch Out! Protect Your Company from LTC Insurance Fraud	The Interstate Compact – Your Path to Approval Across the States	Premium Rate Increases and Pricing Issues
<b>Finance, Management &amp; Operations</b>	Build vs. Buy	Accounting: Rewrite of Rules of the Road (IFRS/FASB)	LTC Automation: Gains, Glitches, Going Forward	LTC Customer Service for the 21st Century	Applications for Business Intelligence, Predictive Analytics and Big Data	Key Tools of Organizational Change Management
<b>Marketing</b>	Feder and Warshawsky: Long-Term Care Financing Perspectives and Solutions	There's Room in the Tent: Clarifying Traditional LTCi/Hybrid Product Roles	Incremental Visualization - LTC Product Innovation in Minnesota	A Simple, Non-intrusive Referral Program Using Any Social Media Platform	Squaring the Circle: The American Long Term Care Insurance Program	Price Sensitivity in LTC Insurance
<b>Policy &amp; Providers</b>	Hot Topics Dialogue with Providers	Palliative Considerations in Late Stage Chronic Illness		Aging and Community Redefined with an Eye Toward the Future		Managed Medicaid - Understanding the Basics from an Industry Leader
<b>Sales</b>	LTCi as a \$1M Ancillary Business	Smart Networking... Attract a Following in Person and Online	The Growing LTC Spectrum			The Technology Evolution (or lack thereof) in the LTC Insurance Industry

## Hotel & Travel

### *Rosen Centre Hotel – Orlando, FL*

9840 International Drive  
Orlando, Florida 32819  
Phone (407) 996-9840  
Reservations (800) 204-7234  
Fax (407) 996-2659



**Reservation Information:** The Intercompany LTCI Conference has made arrangements with the Rosen Centre Hotel to offer a discounted rate of \$125/night for a single room with a king-sized bed or two double beds. Reservations must be made by February 24, 2014 to ensure you receive the discount. Hotel reservations can be made online or by contacting the hotel directly at 800-204-7234 (toll free). Please reference the ILTCI or 14th Annual Intercompany Long Term Care Insurance Conference when calling to receive the discounted rate. We encourage you to make your reservations early as the discounted rate is only available until 5:00 pm EST on February 24, 2014, and is subject to availability. All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. Hotel room cancellations will be accepted without penalty if cancelled at least 72 hours prior to scheduled arrival. Check-in is at 3pm and Check-out is at 11am.

**Hotel Features:** Our beautiful 1,334 room hotel combines impressive meeting capabilities with resort-style luxury in a world-class vacation destination. In our oversized deluxe guest rooms each room is equipped with high-speed internet access, cable television with in-room movies and video check-out, electronic safes, hair dryers, iron & board, and a telephone with voicemail. While you are here, be sure to visit our large swimming pool, workout facilities, business center, The Spa, and our multiple dining options - With everything from the freshest sushi and seafood to prime steaks, there's something to satisfy every appetite.

**Transportation:** Rosen Centre Hotel is just 12 miles from Orlando International Airport (MCO).

Super Shuttle: 18.00 USD

Taxi: 60.00 USD

Self-Parking: 15.00 USD per Day

Valet Parking 20.00 USD per Day

## Producer Scholarships Available

The ILTCI Conference Association Board has decided to again offer a subsidized scholarship program this year for licensed insurance agents who are not home office employees.

This scholarship will provide \$700 towards your individual registration fee of \$995 for the 14th Annual Intercompany LTCI Conference at the Rosen Centre, Orlando, FL, March 16-19, 2014. This makes the scholarship registration fee only \$295.

In addition, for conference attendees, there will be a pre-conference CLTC Master Class for only \$195 additional which will provide 12-15 hours of CE and prepare the attendee to take the CLTC exam.

To apply for this scholarship, please complete and submit the PDF form or online application available on our website. They can be found under the Scholarship link at [iltciconf.org](http://iltciconf.org).

## 2014 Conference Sponsorship Opportunities

By becoming a Sponsor, your company will gain valuable exposure to the LTCI decision makers, including virtually all of its top executives. Also, over 300 marketing representatives are expected to attend, as increasingly popular producer scholarship program will be expanded further this year. The four Corporate Sponsorship levels from last year, Diamond, Platinum, Gold, and Silver, will again be available. This year we cut in half the cost of adding an exhibit booth to your Corporate Sponsorship, to encourage even greater participation levels.

### The fee for the Diamond Corporate Sponsorship is \$8,995 which includes:

- Named Conference Sponsor (with attribution on the Web Site home page)
- Named Sponsor of one of the networking functions (without additional charge)
- Up to 30 attendee registrations at \$295 each
- A 10x10 exhibit booth for only \$495 extra or a 20x10 exhibit booth for \$1,995 extra
- Web links from the on-line website plus Pre and Post-show mailing lists
- Additional registrations for only \$495 per person
- A credit of \$1,500 towards one of the six extra cost Sponsorships
- A 50% credit off of food & beverage costs (up to \$5,000) towards a public Hospitality Event
- A 25% credit off of food & beverage costs (up to \$5,000) for a private Hospitality Event

### The fee for Platinum level corporate sponsorship is \$7,495 which includes:

- Named Sponsor of one of the networking functions (without additional charge)
- Up to 18 attendee registrations at \$295 each
- A 10x10 exhibit booth for only \$495 extra or a 20x10 exhibit booth for \$1,995 extra
- Web links from the on-line website plus Pre and Post-show mailing lists
- Additional registrations for only \$695 per person
- A credit of \$1,000 towards one of the six extra cost Sponsorships
- A 50% credit off of food & beverage costs (up to \$2,500) towards a public Hospitality Event
- A 25% credit off of food & beverage costs (up to \$2,500) for a private Hospitality Event

### The fee for Gold level corporate sponsorship is \$5,995 which includes:

- Up to 12 attendee registrations at \$295 each
- A 10x10 exhibit booth for only \$495 extra or a 20x10 exhibit booth for \$1,995 extra
- Web links from the on-line website plus Pre and Post-show mailing lists
- Additional registrations for only \$795 per person
- A credit of \$750 towards one of the six extra cost Sponsorships
- A 50% credit off of food & beverage costs (up to \$1,500) towards a public Hospitality Event
- A 25% credit off of food & beverage costs (up to \$1,500) for a private Hospitality Event

### The fee for Silver level corporate sponsorship is \$3,495 which includes:

- Up to 6 attendee registrations at \$295 each
- A 10x10 exhibit booth for only \$495 extra or a 20x10 exhibit booth for \$1,995 extra
- Web links from the on-line website plus Pre and Post-show mailing lists
- Additional registrations for only \$845 per person
- A credit of \$500 towards one of the six extra cost Sponsorships
- A 50% credit off of food & beverage costs (up to \$1,000) towards a public Hospitality Event
- A 25% credit off of food & beverage costs (up to \$1,000) for a private Hospitality Event

### The extra cost Corporate Sponsorships available are: (Each extra cost sponsorship is \$3,000)

1. The Grand Prize Bingo Card Sponsor – The Grand Prize is a latest big screen HDTV worth about \$2,000
2. The Conference Welcome Bag Sponsor – The bag is given to each attendee and logoed to the sponsor
3. The Mobile App Sponsor – The Mobile App is downloaded by all attendees and logoed to sponsor
4. The Program Book Sponsor – The Conference Program is provided in the welcome bag to all attendees
5. The DVD Rom (with all of the 50 Sessions – sent out to all attendees after the conference)
6. Hotel Room Keycards – Logoed hotel keys cost about \$1,000 extra for printing costs
7. Attendee / Speaker Welcome Gift – A card or flyer with sponsorship attribution in the welcome bag

If you have any questions, please contact Jim Glickman at 818-867-2223 or e-mail your inquiries to [Jim.Glickman@LifeCareAssurance.com](mailto:Jim.Glickman@LifeCareAssurance.com).

## Diamond Sponsors

**Fuzion** ANALYTICS  
SMARTER ANALYTICS. BETTER DECISIONS.

Genworth 

 **iGATE**  
ITOPS for Business Outcomes

**LifeCare**

 **LTCPartners**

  
**Mutual of Omaha**

  
**National  
LTC Network**  
Leaders in long term care insurance distribution

 **Prudential**

**RGA**

 **TRANSAMERICA**

## Platinum Sponsors

 **Milliman**

**MetLife**

**Saul Ewing**  
LLP

**Univita** 

## Gold Sponsors

Ability Resources, Inc.

LifeSecure Insurance Company

Employers Reassurance Corporation

Northwestern Long Term Care  
Insurance Company

John Hancock Life Insurance Company

Towers Watson

## Silver Sponsors

Bankers Life and Casualty Company

Lincoln Financial Group

CareScout

LTCfastpay, an exclusive service of Assuricare

Continental Casualty Company (CNA)

MedAmerica Insurance Company

Great American Insurance Group

New York Life Insurance Co.

InsPro Technologies

Oliver Wyman Actuarial Consulting, Inc.

KPMG LLP

Pacific Life Insurance Company

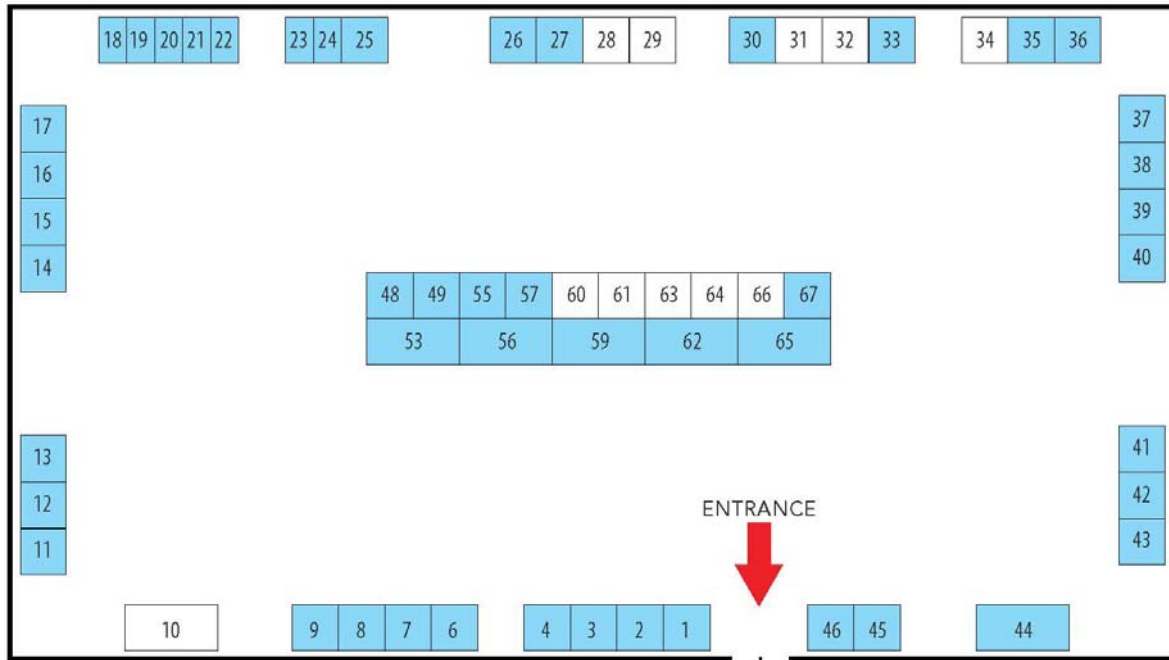
LifePlans, Inc

Thrivent Financial for Lutherans



# Exhibit Hall Map

14TH ANNUAL INTERCOMPANY LONG TERM CARE INSURANCE CONFERENCE  
MARCH 16-19, 2014 - Rosen Centre in Orlando, FL



Company	Booth	Company	Booth	Company	Booth
3in4 Association	27	HireFamily	45	Mutual of Omaha	1
Ability Resources	40	Home Instead Senior Care	7	National Association of Professional Agents	17
ACORD	55	iGate Patni	65	Oliver Wyman	2
Active Ops	57	InsPro Technologies	41	Pacific Life	39
Alzheimers Association	33	Insurance Media Services	15	PriceWaterhouseCoopers	48
Archangel Investigations and Protection	11	John Hancock Life Insurance Company	26	Saul Ewing	42
Best Insurance Leads	12	JSA & Associates	21	SOA LTCI Section	6
CareScout	49	KPMG	14	Source Access, Inc.	18
Claims Bureau USA	4	Krause Financial Services	24	Superior Mobile Medics	30
ClaimVantage	8	LifeCare	46	Towers Watson	53
ComForcare Senior Services	3	LifePlans, Inc.	43	Transamerica	62
Comfort Keepers	25	LifeSecure	13	United Health Actuarial Services	35
Connect America	20	Long Term Solutions	37	United Security Assurance	22
Clinical Reference Laboratory	19	Maxim Healthcare	23	Univita	56
EMSI	36	MedAmerica	9	Wakely Actuarial	16
Fuzion Analytics	67	MB	38		
Genworth Financial	44	Milliman, Inc.	59		

## Exhibitor Opportunities are Still Available!

By becoming an Exhibitor, your company will gain valuable exposure to the LTCI decision makers, including virtually all of its top executives. The exhibit hall is open for about eleven hours (without any other competing events). In addition, the special prize drawing, which has been such a success the last three years, provides a grand prize worth at least \$1,500. Every attendee who visits each exhibitor is entered in the drawing for this grand prize. Last year, most of the attendees visited every booth. The three booth sizes, 20x10 Exhibit Booth, 10x10 Exhibit Booth, and 6x10 Mini-Booth are still available!

### All booth fees include:

- Web links from the on-line brochure to your site
- Pre-show and post-show mailing lists
- Product/Service description listed in the on-site LTCI conference show catalog and Mobile App
- And more!

For more information please visit the Info on Exhibiting link in the Exhibitor dropdown on our website - [iltciconf.org](http://iltciconf.org)

If you have any questions, please contact Jim Glickman at 818-867-2223 or e-mail your inquiries to [Jim.Glickman@LifeCareAssurance.com](mailto:Jim.Glickman@LifeCareAssurance.com).

# 14th Annual ILTCI Conference Organizing Committee

Chair - Karen Smyth, Prudential  
CoChair - Vince Bodnar, Towers Watson

## Executive Committee

Carroll Golden, Transamerica Life Insurance Company  
Dan Cathcart, Ability Resources, Inc.  
Laurel Kastrup, KPMG LLP  
David Kerr, Oliver Wyman Actuarial Consulting, Inc.

Denise Liston, LifePlans, Inc.  
Jim Glickman, LifeCare Assurance Company  
Sandra Latham, LTCI Partners

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David Benz, Employers Reassurance Corporation  
Peggy Hauser, Univita Health

## Finance, Management, Operations

Loretta Jacobs, Bankers Life and Casualty Company  
Yolanda Austin, ACORD  
Jeffrey Condit, UNUM

## Alternative Products

Vince Bodnar, Towers Watson  
Barbara Stucki, NestCare FPC

## Marketing

John O'Leary, O'Leary Marketing Associates  
Jonas Roeser, 3in4 Association

## Claims & Underwriting

Jacque Carreno, The AmeriHealth Caritas Family  
of Companies  
Joan Stear, Penn Treaty Network America  
Jennifer Vey, LifePlans, Inc.

## Policy & Providers

Sharon Reed, Penn Treaty Network America  
Gary Boldizsar, Maxim Healthcare Services, Inc.

## Legal, Compliance & Regulatory

Michael Rafalko, Drinker Biddle & Reath  
Rod Perkins, Genworth Financial, Inc.

## Sales

Terry Truesdell, National LTC Network  
Henrik Larsen, Advanced Resources Marketing

## About the ILTCI Conference

The Intercompany Long Term Care Insurance Conference Association, Inc. (ILTCI) is a non-profit, tax-exempt, educational, public benefit corporation and is not organized for the private gain of any person. It is organized under the Nonprofit Public Benefit Corporation Law for public and charitable purposes.

The vision of the ILTCI is to create an environment for aging in America that includes thoughtful, informed planning that takes into account the most effective and efficient use of resources in addressing the risks and costs of long term care for all levels of American society.

The ILTCI was formed to:

- Provide educational events, including an annual conference, for representatives of the long term care insurance community and other strategic allies, including providers, public policy institutions, professional organizations, federal, state, and local government agencies, and the public.
- Provide a network and opportunities through which persons with an interest in long term care, long term care insurance, or long term care financing, can communicate and share information about skills and skill development, current and/or proposed methodology, tools, technology, and organizational issues.
- Increase public awareness of long term care needs and financing options.
- Foster research, reports, meetings, and workshops addressing funding mechanisms for long term care services.
- Foster alliances between public and private sectors to seek solutions for the catastrophic long term care risks facing American society and to lessen the costs borne by federal and state governments under current funding mechanisms.
- Foster alliances between public and private sectors to help educate the American public on the nature of long term care risks and their financial implications.