

Marketing, Sales & Distribution

Selling LTCL Tomorrow

The Future of the LTCL Sales Process



16th Annual Intercompany Long Term Care Insurance Conference



- Jerry Manning – J. Manning & Associates
- Alex Ritter – Robert W. Baird & Co.
- Nathan Sanow – MasterCare Solutions

The case for evolution



- Why the current model is broken
- Concerns in LTCI distribution
- Insights into consumer behavior
- Economic realities
- The opportunity



- What does it look like?
- Who are the players?
- Who should take ownership?
- Individual versus worksite
- Challenges in implementation



Thank you for attending. Be sure to fill out the session survey on the mobile app.