

Conference Preview Guide

# The 18th Annual Intercompany Long Term Care Insurance Conference

## A Matrix of Opportunities

**ILTCI**

March 18-21, 2018 ~ Paris Las Vegas ~ Las Vegas, NV

Co-Sponsored by the Long Term Care Section of the Society of Actuaries

# 2018 ILTCI Conference Preview

Welcome to...

## A Matrix of Opportunities

A quiet revolution is taking place in the long-term care insurance industry. More interest than ever is being focused on private sector solutions to the growing societal issues pertaining to long-term care. Planning choices for consumers are growing at a rapid pace. Insurance companies are developing new innovative approaches to providing long-term care liquidity at various life stages and insurance agents and financial advisors are showing renewed interest in talking to consumers about their long-term care planning needs.

The Intercompany Long-Term Care Insurance Conference in March 2018 is recognized as the most important and comprehensive multi-disciplinary event in America. Attendees have the opportunity to meet and learn from industry thought leaders, get in-depth insights and information at more than 40 breakout sessions, network and have substantive discussions with more than 50 exhibitors and sponsors that specialize in providing products and services to a growing industry. Topics will include:

- Actuarial
- Legal, Regulatory & Compliance
- Claims & Underwriting
- Marketing, Distribution & Sales
- Traditional, linked and combination products
- Technology

Our multi-disciplinary sessions are designed for individuals in all areas of the long-term care insurance industry at any level of expertise. Beginners and “old pros” will obtain insights and value from a wide variety of subjects and industry experts.

If you only go to one long-term care insurance educational meeting in 2018, the Intercompany Long-Term Care Conference should be your choice.

**Register to attend online at [www.iltconf.org](http://www.iltconf.org)**

We're Going Paperless! If you are looking for the conference schedule, session details, speaker profiles, exhibitor and sponsor profiles, maps and more you'll want to look at our 2018 Mobile App. Download this year's app for free from Google Play or the Apple Store. Just search 'Crowdcompass Attendee Hub' download and search for ILTCI.

This year's mobile app sponsored by:



# TOP REASONS TO ATTEND

## Actuarial & Finance

- Get the inside track, directly from regulators and industry experts, on financial solutions for in force blocks;
- Learn about the latest technologies and practices for risk management and capital considerations for long-term care insurance;
- Discover exciting possibilities for innovation in long-term care insurance;
- Challenge your preconceived notions and knowledge about the complex aspects of modeling;
- Keep up-to-date with important and critical morbidity and mortality assumptions that can make or break the financial outlook of the long-term care insurance products for which you are responsible.

## Claims & Underwriting

- Learn from industry experts on current trends in LTC underwriting and claims;
- Interact with Medical Directors on specific underwriting challenges and health conditions;
- Engage in meaningful dialogue and panel discussions for advancement of the industry;
- Discover how underwriting, claims and actuarial collaborate on a variety of topics;
- Learn how technology advancements are changing the world of underwriting and claims;
- Increase your knowledge and understanding of risk mitigation;
- Broaden your knowledge regarding application of industry best practices to drive claims and underwriting efficiency;
- Stay current with new emerging trends in claims and underwriting;
- Network with peers in the world of underwriting and claims.

## Legal, Compliance & Regulatory

- Tune into cutting edge issues that will impact the future of the long-term care insurance marketplace;
- Get a sneak peak of future litigation trends and how they may impact you;
- Learn the future direction of the regulatory environment directly from regulators and government relations professionals who are in the thick of it;
- Uncover the tips, tactics and best practices for dealing with the most complicated issues surrounding long-term care insurance compliance;
- Lawyers and compliance professionals have the most fun.

## Marketing, Sales & Distribution

- Learn from industry experts how to sort through the clutter of long-term care and chronic illness insurance planning choices;
- Discover how to navigate the growing spectrum of long-term care planning solutions to achieve maximum sales growth;
- Get a birds-eye view of what new product ideas are working their way through the development “python”;
- Is working with Broker Dealers and Financial Advisors the Holy Grail of new distribution opportunities?

- Harness the power of social media;
- Learn how to implement a process for creation and dissemination of content marketing and discover how technology can add to your agency's profitability;
- Discover how to navigate the coming sea change in distribution and diversify your business by working with broker dealers, banks, and P&C agencies;
- New and innovative marketing strategies that will help you take your combo products business to the next level;
- Learn how more proactive field underwriting can boost your agency's profitability;
- Who said worksite long-term care sales are dead? Discover best practices from thought leaders in the group and worksite space;
- Avoid unnecessary law suits. How emerging trends in litigation could affect your agency and producers.

## Management and Operations

- Uncover practices enabling you to implement your strategy in the changing world of long-term care insurance;
- Explore how technology will impact your approaches to risk management and operations;
- Understand the exciting and unique administrative environment of liquidated blocks;
- Gather actionable intelligence that you can implement immediately following the conference;
- Hear the perspectives of, and network with, experts from a variety of entities across the industry

## Producer & Advisor

- Attend workshops that will help you grow your business;
- Adapt to the changing world of long-term care insurance by learning how others have learned to thrive;
- Garner actionable intelligence and techniques that will immediately impact your practice in a positive manner;
- Maximize your time and effectiveness while implementing new, powerful sales techniques;
- Learn from producers and advisors who will share their most successful marketing techniques;
- Discover how to build and promote your brand;
- Build your business by creating strategic alliances

## Public Policy and Alternative Finance Solutions

- Understand innovative and “out-of-the-box” approaches to private financing options for long-term care;
- Look beyond traditional long-term care insurance with products that garner broader consumer appeal and greater financial stability;
- Attain greater knowledge of the many important external forces that impact product and industry success or failure;
- Discover the consumer mindset and the regulatory and public policy environment that impact our marketplace;
- Learn about important new trends in medical research, technology and caregiving that will dramatically impact our industry landscape in the future;
- Discover strategies for reducing costs-of-care and delaying or mitigating the need for care.

# MEETING AGENDA

## **Saturday, March 17th, 2018**

CLTC Master Class - Part 1  
8:00 AM to 6:00 PM

## **Sunday, March 18th, 2018**

CLTC Master Class - Part 2  
8:00 AM to 5:00 PM

Registration  
12:00 PM to 7:00 PM

Exhibitors Setup  
12:00 PM to 3:00 PM

Future Leaders  
12:30 PM to 4:30 PM

SOA LTCI Section Council Meeting (open to all)  
3:00 PM to 4:00 PM

Exhibit Hall Opening Reception  
5:00 PM to 8:00 PM

## **Monday, March 19th, 2018**

Networking Hot Breakfast  
7:30 AM to 8:30 AM

Registration  
7:30 AM to 5:00 PM

Keynote Speaker - Vinh Giang  
Sponsored by



8:30 AM to 10:30 AM

Breakout Sessions  
10:45 AM to 12:00 PM

Exhibit Hall Lunch  
12:00 PM to 2:00 PM

Breakout Sessions  
2:00 PM to 3:15 PM

Breakout Sessions  
3:45 PM to 5:00 PM

Exhibit Hall Reception  
5:00 PM to 7:00 PM

## **Tuesday, March 20th, 2018**

Networking Hot Breakfast  
8:00 AM to 9:00 AM

Registration  
8:00 AM to 5:00 PM

Breakout Sessions  
9:00 AM to 10:15 AM

Breakout Sessions  
10:45 AM to 12:00 PM

Exhibit Hall Lunch  
12:00 PM to 2:00 PM

Breakout Sessions  
2:00 PM to 3:15 PM

General Closing Session  
3:30 PM to 5:00 PM

Exhibit Hall Closing Reception  
5:00 PM to 7:00 PM

Exhibitor Breakdown  
7:00 PM onward

## **Wednesday, March 21st, 2018**

Networking Hot Breakfast  
7:30 AM to 9:00 AM

Alzheimer's Association Session  
9:00 AM to 12:00 PM

SOA Professionalism Course  
9:00 AM to 12:00 PM

Predictive Modeling Workshop  
9:00 AM to 5:00 PM



# KEYNOTE SPEAKER



The Intercompany Long Term Care Insurance Conference Association, Inc. (is proud to present this year's keynote speaker Vinh Giang!

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Vinh Giang (pronounced Jang) is first and foremost a businessperson and entrepreneur. While in his 20s, he started an online business with two good friends; all of them had decided to leave their careers in accounting and pharmacy, to pursue their dream of building a successful business. Their online platform, Encyclopedia of Magic, now teaches magic to almost 50,000 students around the world. For this innovative and successful business idea, Vinh and his friends were awarded Young Entrepreneur of the Year.

**“The strength of your victories in business is based on the people that work for you. This is why it's so important that you connect with your people, you inspire them and you motivate them – that's what I help you do in my presentations.” Vinh Giang**

Vinh's mission in business and life is to share the psychology of illusion. He has devoted himself to understanding the ways in which people are fooled by illusions and by the tricks we play on ourselves. During his presentations, he demonstrates how this occurs.

Coming from the humble beginnings of a Vietnamese refugee family, Vinh has worked with companies from all over the world. Mentored by internationally recognized experts in innovation and success psychology, such as Matthew Michalewicz, he shares fresh, cutting-edge topics with his audience.

Hearing Vinh will open your mind to new possibilities, as he takes you on an unforgettable journey through stories, remarkable insights into human psychology, business and the wonderful art of magic.

**“I believe that magicians are salespeople; they sell one of the most difficult products in the world. They sell magic – they sell the illusion. The way they're able to sell magic is by working ridiculously hard. It takes thousands and thousands of hours to be able to sell the illusion, to be able to really sell the magic.**



# SPECIAL EVENTS

## **CLTC Master Class**

**Part 1 - Saturday, March 17 - 8:00 AM to 6:00 PM**

**Part 2 - Sunday, March 18 - 8:00 AM to 5:00 PM**



CLTC and ILTCI are working together to help enhance the knowledge and raise awareness of the importance of long term care planning and the various options available to deal with the risks posed by long term care needs. As part of this effort, ILTCI is offering a Producer scholarship program for CLTC candidates to attend the organization's annual conference March 18-21 in Las Vegas, NV. CLTC candidates are invited to participate in the Producer Scholarship program which reduces the cost of the individual conference registration fee to \$195 (from \$995).

This year, Bill Comfort will conduct a CLTC Master Class on Saturday, March 17 (8AM to 6PM) and Sunday, March 18 (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, as well as the cost of exam and CE filing. Attendees that pass the CLTC exam will receive their CLTC designation upon passing that test. The exam will qualify each attendee for 8-15 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 \$1,165. 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.

## **Predictive Modeling Workshop**

**Wednesday, March 21 - 9:00 AM to 5:00 PM**

The Predictive Modeling Workshop will continue this year at the 2018 ILTCI in Las Vegas, NV. We had a very successful 2017 workshop, and we're excited to build upon that education!

### **How to Register for the Workshop**

Registration for the Predictive Modeling Workshop will be done through the conference registrations site. So as you register for the conference you will select it from the activities and pay the \$99 fee online.

### **Using R programming**

As we did last year, this is a hands-on workshop where participants will actually do predictive analytics. This year participants will be asked to download the open-source, free R software, and we will work on our own laptops to complete the workshop exercises. What this means is that following the workshop, participants will have the tools already on their machines, and can use R in their home office. Your predictive modeling journey can continue after the ILTCI.

### **Workshop Structure**

The workshop will be held all day on Wednesday, March 21, 2018. The workshop will cost \$99 to participate. The workshop leaders will be available for "office hours" on the Sunday of the conference, to answer questions and talk about how fun predictive modeling really is.

# EXHIBITORS & SPONSORS

## EXHIBITORS

Actuarial Resources Corporation  
Alzheimer's Association  
Amada Senior Care  
America's Health Insurance Plans  
Amramp  
Archangel Investigations & Protection  
Asset Protection Unit, Inc.  
AssuriCare LLC  
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## EXHIBITORS CONTINUED

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The Krause Agency  
Thrivent Financial  
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United Health Actuarial Services, Inc.  
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Wakely Actuarial

To exhibit or sponsor  
please contact:

Christi Trimble  
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# HOTEL & TRAVEL INFO

## Paris Las Vegas

3655 Las Vegas Blvd So.  
Las Vegas, Nevada 89109

**Reservations: \$99/night plus resort fee.** Please note that when you make your reservation Paris will charge one night on the card used. This is refundable until 72 hours (3 days) before your arrival. Hotel Main: 800-722-5597 (toll free), 702-946-7000

**Reservation Information:** The Intercompany LTCI Conference has made arrangements with the Paris Las Vegas to offer a discounted rate of \$99 a night plus resort fee. Free wifi is included. This rate is available from March 16, 2018 through March 22, 2018. Hotel reservations can be made online, or by contacting the hotel directly at 877-796-2096. Please reference the 18th Annual Intercompany LTCI Conference when calling to receive the discounted rate. We encourage you to make your reservations early as the discounted rate is only available until Friday, February 23, 2018, 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 24 hours prior to scheduled arrival. Check-In is at 4pm and Check-out is at 12pm.



**Hotel Features:** There are four restaurants within the hotel, a full-service Business Center, and wireless internet available. Rooms have a work desk with high-speed Internet access (for a fee). During your stay enjoy the two acre rooftop pool, Fitness Center, Spa, Casino and Golf.

## Transportation

The Paris Las Vegas is conveniently located on the Las Vegas Strip, just a short 10 minute ride from McCarran International Airport (LAS)..

- Airport shuttle service, fee: \$7.00 (one way)
- Estimated taxi fare: \$20.00 (one way)
- Valet and Self Parking are available, please be sure to tip your valet.

Airport: McCarran International Airport - LAS

- Hotel direction: 3.8 miles NE





# EXHIBITING INFORMATION

Gain valuable exposure to key LTC decision makers and virtually all of its top executives during 10+ hours of exhibit time. We have 3 booth sizes to match your budget along with Non-Profit Exhibitor and First Time Exhibitor Discounts available. Act now to lock in your space and reach over 900 attendees!

**NEW for 2018** - All booth options include 2, 4 or 6 complementary attendee registrations!

## Large Booth

- \$5,950 Investment
- Special First Time Exhibitor rate of \$5,575 thru Jan 31, 2018
- 6 Free Admissions
- 20' x 10' Exhibit Space with Identification sign
- Two 6' draped tables, 4 chairs and 2 wastebaskets
- Prominent center of the hall booth location
- Exhibitor Listing with Logo, Company description, and contact person in the ILTCI Mobile App
- Weblink from the on-line Exhibitors list to your site
- Pre-show and post-show mailing lists

## Standard Booth

- \$4,050 Investment
- Special First Time Exhibitor rate of \$3,675 thru Jan 31, 2018
- 4 Free Admissions
- 10' x 10' Exhibit Space with Identification sign
- 6' draped table, 2 chairs and wastebasket
- Booth locations around the perimeter of the hall, from the entrance all the way around
- Exhibitor Listing with Logo, Company description, and contact person in the ILTCI Mobile App
- Weblink from the on-line Exhibitors list to your site
- Pre-show and post-show mailing lists

## Mini Booth

- \$2,400 Investment
- Special First Time Exhibitor rate of \$2,150 thru Jan 31, 2018
- 2 Free Admissions
- 6' x 10' Exhibit Space with Identification sign
- 4' draped table, 1 chair and wastebasket
- Booth location on the back wall of the exhibit hall
- Exhibitor Listing with Logo, Company description, and contact person in the ILTCI Mobile App
- Weblink from the on-line Exhibitors list to your site
- Pre-show and post-show mailing lists

To become an exhibitor please request a form by emailing [info@iltconf.org](mailto:info@iltconf.org)

